

on issues surrounding the appeals process. (The show will air when the Supreme Court is not in session.) Another of the new weekly shows, *Legal Survival Guide*, will air Friday at 10 and will be a call-in show addressing consumer law. The third, *Supreme Court Review*, will air Monday at 10:30 and will focus exclusively on the U.S. Supreme Court. In other Court TV developments, the network is planning daily live coverage this October from The Hague of the proceedings of the first international war crimes tribunal since the end of World War II. On trial is Dusan Tadic, the Bosnian Serb charged with the rape, murder and torture of Croats and Muslims in and around the Omarska prison camp.

□ **Original programing slated to debut on The Disney Channel** in upcoming months includes a movie, *The Four Diamonds*, starring Christine Lahti and Thomas Guiry; *People*, an animated special honoring the United Nations; *Hollywood Lives*, a reality series about young people trying to succeed in show business; *Brian Wilson: I Just Wasn't Made for These Times*, a biographical portrait of the Beach Boy; music specials *Kris Kristofferson: Songwriter*; *Travis Tritt: Going Home*,

and *Boyz II Men: Going Home*, plus documentaries on James Dean, Arlington National Cemetery, and a four-part documentary on the 20th century, *The Century That Made America Great*, hosted by Charles Osgood.

□ **The Nashville Network in January 1996** will add four new weeknight series and build further on its weekend lineup of motor sports, outdoors and rodeo programing. The network on or before Jan. 2, 1996, will debut a completely new 90-minute nightly entertainment series that will replace *Music City Tonight* in the 9 ET slot. The network will look to build the audience for the 90-minute show with several new lead-ins: *The Road*, a show about country music artists that aired in syndication, will air Wednesday 8-9; original TNN interview series, including *A Phyllis George Special* and *Ralph Emery on the Record*, will rotate Tuesday 8-9, and *The Life and Times Of...*, a country artist biography show that debuted as a limited TNN series in 1995, will expand to every Thursday at 8-9. Also joining the schedule will be an as-yet-unnamed entertainment news show that will air at 7:30 (repeating at 10:30). New weekend series include *Field & Stream Legends*, debuting

Sept. 30; a live motor sports call-in talk show that will air Saturday at 6, and two fishing shows set to debut in January 1996: an outdoor talk series and a fishing program for children.

□ **HBO on Labor Day Weekend** will air *The Concert for the Rock and Roll Hall of Fame* live from Cleveland's Municipal Stadium with James Brown, Dr. Dre and Snoop Doggy Dogg, Bruce Springsteen and others. Coming to the pay-TV channel on Nov. 11 will be another benefit, *Comic Relief VII*, hosted by Billy Crystal, Whoopi Goldberg and Robin Williams. Other upcoming HBO shows include a six-episode animated series, *Little Lulu*, and *America's Dream*, a three-part anthology series based on short stories by Maya Angelou, John Henrik Clarke and Richard Wright.

□ **Rainbow Programming Holdings' Independent Film Channel** has signed a yearlong deal with Boston-based American Program Service to syndicate a monthly package of independent films to public TV stations. The series, *IFC Independent Film Nights*, will be hosted by director Steven Soderbergh.

□ **Music network VH1 and news supplier Bloomberg LP** are teaming to present *Morning Music Wire*, a morning service combining weather updates and top news stories with music videos. The program block will air weekdays 7-10 ET and debuts on Aug. 8. Joining the VH1 schedule on Sept. 9 is *8-Track Flashback*, a music anthology series focusing on the music of the 1970s. Also new to the schedule as of July 27 will be *VH1's Hot List*, a weekly look at the latest in music and entertainment. Specials scheduled for the music video network in the months ahead include the second annual Fairway to Heaven Pro-Am Golf Tournament (Nov. 11-12) and the second annual LIFEbeat Concert (Aug. 22) to benefit AIDS charities.

□ **Turner Classic Movies in August** will debut two monthly movie series: *By Request*, featuring movies selected by viewers, and *Robert Osborne's Picks*, with movies chosen by the TCM host.

□ **Joining the Home & Garden Television schedule on Aug. 7** is *Gardening Down Under*, a weekly half-hour series produced by Television New Zealand. The following day marks the debut of another weekly HGTV series, *Gardening by the Yard*, featuring Tulsa, Okla.-based gardening expert Paul James.

## PEOPLE'S CHOICE: TOP CABLE SHOWS

Program	Network	Time (ET)	Hrs. (000)	Rating Cable U.S.
1. Movie: 'Return of the Jedi'	USA	Sun 6:08p	3,086	4.7 3.2
2. Movie: 'Desperate Trail'	TNT	Sun 8:00p	2,882	4.5 3.0
3. Movie: 'The Empire Strikes Back'	USA	Thu 8:00p	2,868	4.4 3.0
4. Movie: 'The Empire Strikes Back'	USA	Sun 3:30p	2,844	4.4 3.0
5. Movie: 'Dancing in the Dark'	LIFE	Wed 9:00p	2,787	4.5 2.9
6. Movie: 'Return of the Jedi'	USA	Fri 8:00p	2,752	4.2 2.9
7. Movie: 'Star Wars'	USA	Wed 8:00p	2,706	4.2 2.8
8. Movie: 'Rambo: First Blood Part II'	USA	Tue 2:00p	2,614	4.0 2.7
9. <i>Silk Stalkings</i>	USA	Sun 11:00p	2,406	3.7 2.5
10. Movie: 'Tremors'	USA	Sat 5:00p	2,304	3.5 2.4
11. <i>Major League Baseball</i>	ESPN	Sun 7:56p	2,276	3.4 2.4
12. Movie: 'Rambo III'	USA	Tue 4:00p	2,262	3.5 2.4
13. <i>Rugrats</i>	NICK	Sun 10:00a	2,234	3.5 2.3
14. <i>Slick 50 300</i>	TNN	Sun 1:00p	2,175	3.5 2.3
15. Movie: 'First Blood'	USA	Tue 12:00p	2,110	3.2 2.2
1. Movie: 'The Client'	HBO	Sat 8:00p	3,719	15.8 3.9
2. Movie: 'On Deadly Ground'	HBO	Sat 11:00p	2,351	10.0 2.5
3. <i>Real Sex 12</i>	HBO	Thu 11:15p	2,339	10.0 2.5
4. <i>Real Sex 12</i>	HBO	Sun 11:00p	2,107	9.0 2.2
5. Movie: 'Ace Ventura Pet Detective'	HBO	Fri 10:30p	2,032	8.6 2.1

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all the contact I had." In exchange for a number of promotional spots on the network, ABC was given the upcoming special and will be able to sell ad time in the show.

On the V-chip issue, Harbert said he was in favor of any technology that

enables parents to have more control over what their children watch on TV. However, he called a proposed government-imposed ratings system "illogical and impractical. I just don't know how it would work. The ABC television network puts out more

product in prime time in one year than the MPAA rates every year. It's too big a gorilla to handle," he said. ABC also announced last week that The Muppets are returning to series TV in a prime time half hour slated for sometime in 1995-96.

## PEOPLE'S CHOICE Ratings according to Nielsen, July 10-16

	ABC	CBS	NBC	FOX	UPN
<b>MONDAY</b>	8:00 62. The Marshal 5.9/12	23. The Nanny 8.8/17 24. Dave's World 9.2/18 23. Murphy Brown 9.5/17 19. Cybill 9.9/17 29. Chicago Hope 8.6/15	45. Fresh Prince 7.6/15 37. In the House 7.9/15 7. NBC Monday Night at the Movies—Regarding Henry 11.9/21	82. Encounters 3.9/8 86. The Great Defender 2.9/5	85. Star Trek: Voyager 3.1/6 93. Pig Sty 1.7/3 94. Pegasus Man 1.5/3
<b>TUESDAY</b>	8:00 21. All-Star Programs 9.7/20 3. MLB All-Star Game 13.9/25	47. Rescue: 911 7.0/14 21. CBS Tuesday Movie—Steel Magnolias 9.7/17	35. Wings 8.1/18 36. Frasier & Joy 8.0/15 44. Frasier 10.4/18 16. J. Larroquette 10.0/17 13. Dateline NBC 10.9/19	75. Fox Tuesday Night Movie—Deadly Vows 4.9/9	90. Marker 1.9/3 95. Legend 1.5/3
<b>WEDNESDAY</b>	8:00 4. Home Improvement 12.0/26 42. Ellen 11.4/23 7. Grace Under Fire 11.9/22 18. Roseanne 11.5/21 5. Primetime Live 12.8/23	51. Christy 6.5/13 70. Northern Exposure 5.6/10 71. Under Suspicion 5.5/10	77. Search and Rescue 4.7/10 26. Dateline NBC 9.1/17 41. Law and Order 7.8/14	83. Beverly Hills, 90210 3.6/7 87. Party of Five 2.6/5	92. The Parent 'Hood 1.8/4 90. The Parent 'Hood 1.9/4 88. The Wayans Bros. 2.3/4 89. Wilson: Ever After 2.2/4
<b>THURSDAY</b>	8:00 54. Matlock 6.3/13 67. McKenna 5.8/10 42. Turning Point: Waco 7.7/14	57. Burke's Law 6.2/13 47. Eye to Eye 7.0/13 26. 48 Hours 9.1/17	28. Mad About You 8.9/19 24. Naps & Gloria 9.2/18 2. Seinfeld 14.3/26 1. Friends 15.8/28 4. ER 13.7/25	73. Martin 5.3/11 62. Living Single 5.9/12 79. New York Undercover 4.5/8	
<b>FRIDAY</b>	8:00 37. Family Matters 7.9/18 42. Baywatch World 7.7/17 33. Ship by Ship 8.3/18 37. Hangin' w/Mr. C 7.9/18 16. 20/20 10.0/20	62. Diagnosis Murder 5.9/13 46. Very Best of Ed Sullivan II 7.5/15	53. Unsolved Mysteries 6.4/15 47. Dateline NBC 7.0/14 54. Homicide: Life on the Street 6.3/13	81. Tale of the Crypt 4.0/6 79. Tale of the Crypt 4.5/10 51. The X-Files 6.5/13	
<b>SATURDAY</b>	8:00 57. Major League Baseball 5.5/12	74. Dr. Quinn, Medicine Woman 5.0/12 54. Touched by an Angel 6.3/13 33. Walker, Texas Ranger 8.3/17	57. Movie of the Week—Curly Sue 6.2/14 42. When Stars Were Kids 7.7/16	60. Cops 5.0/13 62. Cops 5.9/13 60. America's Most Wanted 6.1/13	
<b>SUNDAY</b>	7:00 31. Am Fun Videos 8.4/18 46. Am Fun Videos 10.1/20 19. Before Stars 9.9/19 37. ABC Sunday Night Movie—Blaze 7.9/14	10. 60 Minutes 11.5/24 16. Murder, She Wrote 10.0/19 9. CBS Sunday Movie—War of the Roses 11.6/21	77. Lost Civilizations 4.7/10 75. seaQuest DSV 4.9/9 31. NBC Sunday Movie—A Matter of Justice, Part 1 8.4/15	84. Sliders 3.3/7 61. The Simpsons 6.0/12 62. The Critic 5.9/11 47. Married w/Child 7.0/13 67. George Carlin 5.8/10	
<b>WEEK AVG</b>	8.6/17	8.2/16	8.5/16	4.7/9	6.5/14
<b>STD AVG</b>	11.9/18	10.3/17	11.0/19	7.0/12	6.5/14

RANKINGS/SHOW (PROGRAM RATING/SHARE) TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED YELLOW TINT IS WINNER OF TIME SLOT (N)—NOT RANKED \*PREMIERE TELEVISION UNIVERSE ESTIMATED AT 98.4 MILLION HOUSEHOLDS; ONE RATING POINT=984,000 TV HOMES SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY

# IFE plans new games

*Channel will promote them  
as part of family TV block*

By David Tobenkin

**T**he Family Channel on Oct. 2 will launch two unconventional game show strips executive-produced by Woody Fraser (*Good Morning America*, *That's Incredible*) as part of a revamped game show block designed to appeal to families, says MTM Entertainment Chief Executive Tony Thomopoulos.

"These game shows are a little different; we think they are competitive-challenge programs, not just games," says Thomopoulos. "These two shows offer great potential for significant crossover appeal, which can be promoted in imaginative ways."

*Family Challenge* is a one-hour game show modeled in part on *Family Feud* that pits two teams of six to eight family members in unusual tests—such

## ESPN buys Labatt stake

ESPN is expanding its North American sports empire to include a piece of Canada's national sports cable network.

ESPN has agreed to invest about \$30 million (U.S.) for a 20% stake in Labatt Communications, the Toronto-based media company whose interests include The Sports Network. Twenty percent is the maximum foreign ownership stake allowed under Canadian law.

LCI is being acquired by a management-led consortium that, in addition to ESPN, includes Stephen R. Bronfman and his management company, Claridge Inc. (28.6%); Capital Communications CDPQ Inc. (28.6%), and Reitmans (Canada) Limited (21.0%). The deal is said to be worth about \$450 million. LCI carries debt of about \$300 million.

Labatt also has interests in Le Réseau des sports, Canada's only French-language sports network; The Discovery Channel, Canada's science and nature network; Dome Productions, a North American event, audio/video post-production, animation and transmission services company; The Rep Shoppe/Medias Ventes, a national advertising sales rep firm, and a minority interest in both pay-per-view distributor Viewer's Choice Canada and interactive TV programmer NTN Canada.

as holding a spider, snake or type of animal they like the least for 25 seconds. The show will air at 5-6 p.m.

The other new show, *Wild Animal Games*, is a half-hour contest between parents and children featuring three different animal species per show. A show might, for instance, feature a beekeeper demonstrating how to deal

with bees and a contest in which kids dress up in bee costumes and are asked to pop balloons with their stingers. The show is scheduled at 4 p.m.

At 4:30 p.m. is returning game show *Masters of the Maze*. The three shows will be promoted together as a 4-6 p.m. separate block, titled AFTV, a moniker for Afternoon Television.

Canceled for next season are game shows *I'm Telling* and *That's My Dog* as well as IFE's three-hour interactive game show block (BROADCASTING & CABLE, July 3).

## PEOPLE'S CHOICE: TOP CABLE SHOWS

Program	Network	Time (ET)	HHs. (000)	Rating Cable U.S.
1. O.J. Simpson Trial	CNN	Tue 6:00p	3,278	5.0 3.4
2. Home Run Derby	ESPN	Mon 8:42p	3,205	4.9 3.4
3. O.J. Simpson Trial	CNN	Thu 8:30p	3,167	4.8 3.3
4. O.J. Simpson Trial	CNN	Thu 5:30p	3,053	4.6 3.2
5. Miller Genuine Draft 300	TBS	Sun 1:00p	3,027	4.6 3.2
6. O.J. Simpson Trial	CNN	Mon 6:00p	2,974	4.5 3.1
7. O.J. Simpson Trial	CNN	Tue 7:00p	2,945	4.5 3.1
8. O.J. Simpson Trial	CNN	Thu 7:30p	2,926	4.4 3.1
9. O.J. Simpson Trial	CNN	Tue 5:30p	2,923	4.4 3.1
10. O.J. Simpson Trial	CNN	Wed 5:30p	2,920	4.4 3.1
11. O.J. Simpson Trial	CNN	Mon 5:30p	2,879	4.4 3.0
12. O.J. Simpson Trial	CNN	Tue 7:30p	2,873	4.4 3.0
13. O.J. Simpson Trial	CNN	Thu 5:00p	2,844	4.3 3.0
14. O.J. Simpson Trial	CNN	Wed 6:00p	2,789	4.2 2.9
15. O.J. Simpson Trial	CNN	Tue 5:00p	2,771	4.2 2.9
1. Movie: 'Wolf'	HBO	Sat 8:00p	2,973	12.6 3.1
2. Movie: 'Demolition Man'	HBO	Sat 11:15p	2,424	10.3 2.5
3. Shock Video 2	HBO	Sat 10:15p	2,327	9.9 2.4
4. Movie: 'The Client'	HBO	Sun 10:15p	2,141	9.1 2.2
5. Movie: 'The Client'	HBO	Tue 8:00p	2,080	8.8 2.2

## Senie tops Travel

Travel Channel Executive Vice President Kevin Senie has been named president/CEO with the charter of building worldwide distribution and online activities for the cable network. Senie was instrumental in creating the strategy and initial brand positioning for The Travel Channel in Europe, which since its launch a year ago has grown to 1.5 million cable subscribers. Other projects on which he has been working include the network's online initiatives (set to debut in September) and the planned launch of The Travel Channel in Latin America (scheduled for October). The Atlanta-based Travel Channel is available in more than 17.5 million U.S. homes.

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sumers free with two proofs of purchase. The hour video features classic clips from *Seinfeld*'s first five seasons. The grand prize for the contest will be an all-expense paid trip to Hollywood for two and a tour of Sony Pictures Studios.

Coca-Cola/Packer Plastics in its promotion will offer *Seinfeld* collector's cups at retail outlets where there is Coca-Cola fountain service.

The cups will feature memorable quotes from the series' characters and will be customized with the market's

local station and time period for *Seinfeld* syndicated broadcasts. C-C/PP will support the campaign through point-of-purchase materials and will look for local cross-promotion opportunities with *Seinfeld* stations and local retail outlets.

## PEOPLE'S CHOICE Ratings according to Nielsen, July 17-23

	ABC	FOX	UPN
<b>MONDAY</b>	8:00 8:30 9:00 9:30 10:00 10:30 48. Major League Baseball 6.9/13 23. The Nanny 9.7/19 18. Dave's World 10.2/19 12. Murphy Brown 10.9/19 15. Cybill 10.6/18 25. Chicago Hope 9.3/16	8:00 8:30 9:00 9:30 10:00 10:30 29. Fresh Prince 8.8/17 32. In the House 8.7/16 8. NBC Monday Night at the Movies—A Matter of Justice, Pt. 2 11.5/20	8:00 8:30 9:00 9:30 10:00 10:30 73. Encounters 5.0/9 82. The Great Defender 3.6/6 83. Star Trek: Voyager 3.4/6 87. Pig Sty 2.0/3 87. Platoon Men 2.0/3
<b>TUESDAY</b>	8:00 8:30 9:00 9:30 10:00 10:30 39. Fox House 7.9/18 33. Thunder Alley 8.6/17 16. Home Improvement 11.1/20 17. Coach 10.4/18 14. NYPD Blue 8.8/16	8:00 8:30 9:00 9:30 10:00 10:30 28. CBS Tuesday Movie—Indiana Jones and the Last Crusade 9.0/16 48. Wings 6.9/14 46. J. Larroquette 7.3/14 27. Frasier 9.1/16 36. J. Larroquette 8.0/14 14. Dateline NBC 10.7/19	8:00 8:30 9:00 9:30 10:00 10:30 57. Fox Tuesday Night Movie—Thunderheart 6.3/12 90. Legend 1.8/4 87. Marker 2.0/4
<b>WEDNESDAY</b>	8:00 8:30 9:00 9:30 10:00 10:30 29. 21 and the Boys 8.8/18 21. 21 9.9/23 4. Bruce Unit Fire 12.2/23 8. Rescuers 12.1/21 8. Primetime Live 11.9/22	8:00 8:30 9:00 9:30 10:00 10:30 50. Christy 6.7/14 73. Northern Exposure 5.0/9 76. Under Suspicion 4.9/9 42. Law and Order 7.7/14	8:00 8:30 9:00 9:30 10:00 10:30 71. Search and Rescue 5.3/11 35. Dateline NBC 8.5/15 80. Beverly Hills, 90210 4.0/8 83. Party of Five 3.4/6 94. The Parent 'Hood 1.2/3 92. The Parent 'Hood 1.4/3 90. The Wayans Bros. 1.8/3 92. Unsub Bear After 1.4/3
<b>THURSDAY</b>	8:00 8:30 9:00 9:30 10:00 10:30 54. Matlock 6.5/13 71. McKenna 5.3/10 36. Day One 8.0/15	8:00 8:30 9:00 9:30 10:00 10:30 58. Burke's Law 6.2/12 66. CBS Reports 5.8/10 45. 48 Hours 7.5/14	8:00 8:30 9:00 9:30 10:00 10:30 28. 21 About You 9.2/19 22. Wings & Gloria 9.8/19 2. Seinfeld 15.6/29 1. Friends 16.7/29 8. ER 14.0/28
<b>FRIDAY</b>	8:00 8:30 9:00 9:30 10:00 10:30 38. Family Matters 7.9/18 41. Baywatch World 7.8/17 36. Step by Step 8.0/17 44. Nip/Tuck w/ Mr. C 7.6/15 7. 20/20 11.8/24	8:00 8:30 9:00 9:30 10:00 10:30 64. Diagnosis Murder 6.0/14 54. Circus of the Stars 7.5/15	8:00 8:30 9:00 9:30 10:00 10:30 68. Unsolved Mysteries 5.7/13 42. Dateline NBC 7.7/16 56. Homicide: Life on the Street 6.4/13
<b>SATURDAY</b>	8:00 8:30 9:00 9:30 10:00 10:30 86. Last Days of Russell 3.1/7 78. ABC Saturday Family Movie—The Adventures of Huck Finn 4.8/10	8:00 8:30 9:00 9:30 10:00 10:30 61. Dr. Quinn, Medicine Woman 6.1/13 61. Dr. Quinn, Medicine Woman 6.1/13 61. Dr. Quinn, Medicine Woman 6.1/13	8:00 8:30 9:00 9:30 10:00 10:30 55. Cops 5.8/14 61. Cops 6.1/14 58. America's Most Wanted 6.2/13
<b>SUNDAY</b>	7:00 7:30 8:00 8:30 9:00 9:30 10:00 10:30 33. Am Fun Videos 8.6/18 43. Am Fun Videos 10.8/22 52. Lois & Clark 6.6/13 19. ABC Sunday Night Movie—Firebirds 10.0/18	7:00 7:30 8:00 8:30 9:00 9:30 10:00 10:30 11. 60 Minutes 11.0/23 8. Murder, She Wrote 11.3/22 16. CBS Sunday Movie—Misery 10.5/19	7:00 7:30 8:00 8:30 9:00 9:30 10:00 10:30 73. Lost Civilizations 5.0/11 79. seeQuest DSV 4.4/9 19. NBC Sunday Movie—The Substitute Wife 10.0/18
<b>WEEK AVG</b>	8.1/18	8.0/18	8.5/18
<b>STD AVG</b>	11.3/18	10.2/17	10.9/19

RANKING: SHOW (PROGRAM RATING/SHARE) TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED. YELLOW TINT IS WINNER OF TIME SLOT (nr)=NOT RANKED. \*PREMIERE. TELEVISION UNIVERSE ESTIMATED AT 98.4 MILLION HOUSEHOLDS; ONE RATING POINT=984,000 TV HOMES. SOURCE: NIELSEN MEDIA RESEARCH. COMPILED BY KENNETH RAY.

# Handicapping prime time

The following chart shows ad agency consensus on share estimates and nightly averages for the established and emerging networks for the 1995-96 season. Ten leading ad agencies were polled. From their handicaps of the fall prime time season, a consensus share prediction was calculated for each program and each night of the new season. ABC is predicted to edge out NBC for the season crown. NBC's 'ER' takes top share honors, with a predicted 33. Sandwiched comfortably between 'Seinfeld' and 'ER,' 'Caroline in the City' is voted most promising newcomer (24 share).

New show titles are in bold; returning shows occupying a new time period are in italic; projected winner of time slot is tinted yellow; projected winning share for night is red.

\* —new network

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New show titles are in bold; returning shows occupying a new time period are in italic; projected winner of time slot is tinted yellow; projected winning share for night is red.

\* —new network

The Marshal—15		Monday Night Football—29		
The Nanny—20	Can't Hurry Love—19	Murphy Brown—20	If Not For You—18	Chicago Hope—21
Fresh Prince—16	In the House—16	NBC Monday Night at the Movies—22		
Melrose Place—15	Partners—10	Ned & Stacy—10		
Star Trek: Voyager—12	Nowhere Man—4			
Roseanne—22	Hudson Street—22	Home Imprvmt—29	Coach—24	NYPD Blue—28
John Grisham's The Client—15	CBS Tuesday Movie—18			
Wings—20	NewsRadio—18	Frasier—23	Pursuit of Happiness—19	Dateline NBC—19
Fox Tuesday Night Movie—11				
Deadly Games—4		Live Shot—5		
Ellen—19	Drew Carey—14	Grace Under Fire—25	Wild About—22	PrimeTime Live—22
Bless This House—18	Dave's World—18	Central Park West—16	Courthouse—15	
seaQuest DSV—15	Dateline NBC—16		Law & Order—21	
Beverly Hills, 90210—18	Party of Five—10			
Sister, Sister*—4	The Parent 'Hood—3	The Wayans Bros.—3	Unhappily Ever After—3	
Charlie Grace—14	The Monroes—14		Murder One—17	
Murder, She Wrote—18	New York News—17			48 Hours—14
Friends—26	Single Guy—23	Seinfeld—31	Caroline in the City—24	24—26
Living Single—13	The Crew—10	New York Undercover—11		
Family Matters—21	Boy Meets World—21	Step By Step—19	Hangin' with Mr. Cpr—18	20/20—26
Dweebs—12	Bonnie—15	Picket Fences—17		American Gothic—15
Unsolved Mysteries—16	Dateline NBC—16		Homicide: Life on the Street—17	
Strange Luck—11	The X-Files—16			
Maybe This Time—12	J Foxworthy—12	ABC Family Movie—15		
Dr. Quinn, Medicine Woman—19	Touched by an Angel—15		Walker, Texas Ranger—20	
JAG—13	John Larroquette—15	Home Court—12	Sisters—17	
Martin—13	The Preston Episodes—12	Cops—13	Amer's Most Wanted—14	
America's Funniest Home Videos—16	Lois & Clark—15		ABC Sunday Night Movie—20	
60 Minutes—28	Cybill—20	Almost Perfect—19	CBS Sunday Movie—22	
Brotherly Love—15	Minor Adjustments—14	Mad About You—21	NBC Sunday Movie—20	
Space: Above and Beyond—11	The Simpsons—15	Too Something—12	Married with Children—14	Misery Loves Company—11
Pinky & the Brain—3	Sister, Sister*—3	Kirk—3	Simon—3	First Time Out—2
				Cleghorn—2

# Continental, Comcast join Cox/TM team

*New partners boost Outdoor Life, Speedvision; 'other' Outdoor channel keeps on plugging*

By Jim McConville

**C**omcast and Continental Cablevision have signed on as equity partners in the Times Mirror/Cox programming partnership.

The investment will cut Times Mirror's stake to 10%. That will leave Cox with the largest stake (45%), but the new partners (22.5% each) have an opportunity eventually to become equal partners with Cox in the venture.

As part of the deal, the two new partners say they expect to launch TM/Cox's planned channels, Outdoor Life and Speedvision. According to Cox, it will carry the channels on its expanded basic tier, which reaches 3.2 million subscribers.

Comcast President Brian Roberts says of the investment: "We believe that in addition to providing special interest programming, both Outdoor Life and Speedvision have the potential to become specialty video retailing outlets for a variety of merchandise. Our

experience with QVC makes these types of programming services especially appealing."

Continental Vice Chairman Tim Neher says, "In this competitive era, it is becoming increasingly important for cable operators to make strategic investments in [the] content business." He calls Outdoor Life and Speedvision "especially attractive."

Speedvision, the channel for plane, boat and automobile aficionados, is slated to launch in first quarter 1996.

Outdoor Life had been slated to launch this month, but Times Mirror's recent fiscal reassessment had put all its operations, current and planned, under renewed scrutiny.

Outdoor Life President and CEO Roger Werner had said earlier in the week that he expected cable systems to start picking up the channel "fairly quickly." Times Mirror/Cox has pledged to spend \$100 million each to launch Outdoor and Speedvision.

Following announcement of the new

partners, Werner said "plans for Outdoor Life and Speedvision are on track." He said that Outdoor Life's launch may be further delayed, however, "due to the change in ownership structure."

Meanwhile, the news of the new capital infusion to Outdoor Life could not have been well received at the "other" outdoor channel. "It's sort of been a struggle identifying our own network in the marketplace, with Outdoor Life's very expensive marketing campaign pushing into the segment that we're in," says Andrew Dale, vice president of production, the Outdoor Channel. Created by brothers Perry and Thomas Massie as an outgrowth of their gold prospecting hobby, the Temecula, Calif.-based Outdoor Channel started airing on low-power satellite systems in June 1993.

The Outdoor Channel is the name Times Mirror/Cox originally chose for its network, but it had to change it to Outdoor Life after a court ruled that the Outdoor Channel had first dibs.

The Outdoor Channel filled its initial 45 hours of weekly programming primarily with prospecting programs and a library of old westerns. Prospecting has shrunk to 15% of channel programming, replaced by programs on fishing, sailing, scuba diving, hunting, shooting and other outdoor pursuits.

Dale says the channel's predominantly male viewership will change as the network adds more programming appealing to female viewers.

The advertiser-supported Outdoor Channel averages six minutes of commercials per half hour.

Outdoor Channel now reaches 2 million subscribers in the U.S., Canada, Mexico and the Caribbean. The network is carried by 26 small regional cable operators reaching approximately 400,000 subscribers. It also is carried by 19 low-power TV affiliates and on C-band and other TVRO satellite systems. Outdoor Channel Chairman and CEO Perry Massie says the network's goal is to reach a combined 4 million viewers by the end of 1995.

Dale says the network is talking with major MSOs and satellite systems about carriage, but he concedes the going is rough. ■

## PEOPLE'S CHOICE: TOP CABLE SHOWS

Program	Network	Time (ET)	Hrs. (000)	Rating	Cable U.S.
1. O.J. Simpson Trial	CNN	Tue 7:00p	2,749	4.2	2.9
2. O.J. Simpson Trial	CNN	Wed 5:00p	2,680	4.1	2.8
3. O.J. Simpson Trial	CNN	Tue 5:30p	2,652	4.0	2.8
4. O.J. Simpson Trial	CNN	Wed 5:30p	2,633	4.0	2.8
5. O.J. Simpson Trial	CNN	Thu 5:30p	2,618	4.0	2.7
6. O.J. Simpson Trial	CNN	Mon 5:00p	2,593	3.9	2.7
7. News Update	CNN	Thu 6:15p	2,589	3.9	2.7
8. O.J. Simpson Trial	CNN	Tue 7:30p	2,552	3.9	2.7
9. O.J. Simpson Trial	CNN	Mon 5:30p	2,537	3.8	2.7
10. O.J. Simpson Trial	CNN	Tue 8:00p	2,532	3.8	2.7
11. Rugrats	NICK	Sun 10:00a	2,472	3.9	2.6
12. O.J. Simpson Trial	CNN	Tue 6:25p	2,465	3.7	2.6
13. O.J. Simpson Trial	CNN	Mon 6:25p	2,406	3.6	2.5
14. O.J. Simpson Trial	CNN	Tue 6:00p	2,391	3.6	2.5
15. O.J. Simpson Trial	CNN	Thu 7:30p	2,276	3.4	2.4
1. Movie: 'Wolf'	HBO	Sun 10:30p	2,218	9.4	2.3
2. Movie: 'Mart Lawrence You So Crazy'	HBO	Sat 10:00p	2,207	9.4	2.3
3. Movie: 'Wolf'	HBO	Tue 8:00p	2,144	9.1	2.2
4. Movie: 'Demolition Man'	HBO	Sun 8:00p	2,118	9.0	2.2
5. Movie: 'Body Language'	HBO	Sat 8:00p	2,078	8.8	2.2

## Mayo invests in AHN

America's Health Network (AHN) has signed an agreement with the Mayo Health Clinic where the health-care clinic will provide programming content for the yet-to-be-launched cable network. AHN, scheduled to launch in first quarter 1996, is to be a 24-hour basic tier cable network that provides health and medical programming. Mayo,



through its electronic publishing arm IVI Publishing, will provide the network with medical illustrations, photographs, animation, background video and "second opinion" video presentations by Mayo's medical staff. Mayo segments will be used on AHN's proposed seven regularly scheduled "Ask the Doctor" series. The programming deal is part of AHN's previously announced exclusive, five-year, \$20 million agreement with the clinic and IVI.

## Japan gets Playboy

Playboy has made its first inroads into the burgeoning Asian market. The Playboy Entertainment Group has signed an agreement with a Japanese TV company to provide the Playboy Channel to Japan. Under the agreement, the Tohokushinsha Film Corp. will supply the Playboy Channel to Japanese cable subscribers and hotels starting Oct. 1. Tohokushinsha, which operates two satellite-delivered cable channels, will control 80% and Playboy 20% of the venture. Playboy also will provide the channel with 700 hours of programming during its first five years and will receive a brand royalty for the use of the Playboy logo and trademark. The service is the second full-time international Playboy TV network. Playboy TV UK/Benelux, a joint venture of Playboy and BSKyB, was announced last May.

## ABC executives plan cable net

Former ABC Network executive Squire Rushnell and a handful of other industry veterans are launching an information-based cable network, Our

Time, targeted to age 49-plus viewers. Members of the Our Time Advisory Council include former N.J. governor Thomas Kean; NBC News anchor Carol Jenkins; 20/20 host Hugh Downs, and former CapCities/ABC programming executive Phil Beuth. The network will debut on Oct. 2 with a two-hour block of programming on the Faith & Values Network and plans to expand to four hours in 1996 and eight in 1997.

## VH1 fuming

Fumes from an air conditioner ventilation shaft forced 60 employees of music cable network VH1 to evacuate the station's New York production studio last Monday afternoon (July 31). Two employees required treatment at a nearby hospital for nausea, dizziness and palpitations; they were treated and released. A New York police spokesman said the source of the fumes wasn't found, but the air was ruled safe by later that afternoon.

## USA renews 'Weird Science'

USA Network is renewing *Weird Science* for two more seasons for a total

40 episodes of the sitcom. Now in its third season, *Weird Science* airs with back-to-back episodes on Saturdays, 7-8 p.m. ET/PT.

## TCI down Argentina way

Top multiple system cable operator Tele-Communications Inc. plans to acquire 35% of the issued and outstanding common shares of Torneos y Competencias S.A. (TyC), the largest sports programmer in Argentina.

## TNN gets NASCAR vet

Veteran NASCAR sportscaster Eli Gold will join The Nashville Network in February 1996 as a play-by-play announcer for the network's live racing coverage. Gold also will host a weekly call-in motorsports show set to debut on TNN in February.

## MTV in 'Flux'

MTV on Aug. 8 will debut an animated series, *Aeon Flux*, described by the network as "psychodrama disguised as action adventure." The series, a spin-off from MTV animation series *Television*, will air 10 ET/PT.

## PEOPLE'S CHOICE: TOP CABLE SHOWS

Program	Network	Time (ET)	Hrs. (000)	Rating Cable U.S.
1. Movie: 'Kindergarten Cop'	USA	Sun 7:00p	2,893	4.1 3.0
2. Movie: 'The Terminator'	USA	Sun 5:00p	2,893	4.4 3.0
3. O.J. Simpson Trial Coverage	CNN	Mon 8:30p	2,893	4.3 3.0
4. Movie: 'Kindergarten Cop'	USA	Sat 8:00p	2,831	4.3 3.0
5. Movie: 'Trading Places'	USA	Sat 7:00p	2,716	4.2 2.8
6. O.J. Simpson Trial Coverage	CNN	Mon 5:30p	2,519	3.8 2.6
7. WWF Monday Night Raw	USA	Mon 9:00p	2,399	3.7 2.6
8. O.J. Simpson Trial Coverage	CNN	Mon 6:00p	2,388	3.6 2.5
9. O.J. Simpson Trial Coverage	CNN	Mon 4:30p	2,388	3.5 2.1
10. O.J. Simpson Trial Coverage	CNN	Tue 5:30p	2,301	3.5 2.4
11. O.J. Simpson Trial Coverage	CNN	Tue 4:30p	2,301	3.4 2.4
12. News Update	CNN	Tue 5:50p	2,235	3.4 2.3
13. Silk Stalkings	USA	Sat 8:00p	2,203	4.3 3.0
14. Rugrats	NICK	Thu 6:30p	2,203	3.5 2.3
15. Rugrats	NICK	Thu 7:00p	2,203	3.5 2.3
1. Movie: 'Baby's Day Out'	HBO	Sat 11:15p	1,957	8.3 2.1
2. Movie: 'Body Language'	HBO	Sun 11:15p	1,957	8.3 2.1
3. Movie: 'Showdown in Little Tokyo'	HBO	Mon 8:00p	1,868	7.9 2.0
4. Movie: 'On Deadly Ground'	HBO	Sun 8:00p	1,868	7.9 2.0
5. Movie: 'Poetic Justice'	HBO	Tue 11:15p	1,868	7.9 2.0



Ad executives say it's too early to say whether NBC ever will turn a profit from the games. "Sitting here in 1995 it was a great move," says Larry Novenster, senior vice president and associate media director, BBD&O. "How is it going to look in 2000? Only



# PROGRAMING

around \$655 million (\$555 million plus \$100 million production costs) for Salt Lake City.

NBC may offset its twin Olympics costs with ample profits expected from its 1996 summer Olympics coverage in Atlanta (see box, page 16).

Buyers say NBC likely will have an easier time selling advertisers on Salt Lake City than on Sydney. "It's a U.S. Olympics, and it's only two hours out of Eastern time as opposed to halfway around the world," Novensern says.

The Australian games, says Bill

Sherman, ad buyer for McCann/Ericson, are "more of a crapshoot. Do we have the 1992 Barcelona [Spain] Olympics all over again?" There, NBC reportedly lost more than \$100 million in its "triplecast" agreement with MSO Cablevision Systems.

## PEOPLE'S CHOICE: Ratings according to Nielsen, July 24-30

	48	abc	20	18	18	FOX	UPN
	7.2/14	7.1/14	9.8/18	1.6/7	2.5/4		
<b>MONDAY</b>							
8:00		17. The Nanny 10.2/20	33. Fresh Prince 8.4/16	79. Encounters 4.6/9	84. Star Trek: Voyager 3.0/6		
8:30		15. Dave's World 10.6/20	36. In the House 8.3/15				
9:00	46. Major League Baseball 7.2/14	7. Murphy Brown 11.7/21		85. The Great Defender 2.9/5	91. Pig Sty 1.9/3		
9:30		10. Cybill 11.5/20	16. NBC Monday Night at the Movies—Leave of Absence 10.5/19		88. Papyrus Man 2.0/3		
10:00		24. Chicago Hope 9.1/16					
10:30							
<b>TUESDAY</b>							
8:00	41. Full House 7.6/15	44. Rescue: 911 7.3/14	40. Wings 7.7/16	75. Fox Tuesday Night Movie—Rapid Fire 5.3/10	88. Legend 2.0/4		
8:30	37. Thunder Alley 8.2/16		39. J Larroquette 8.0/15				
9:00	5. Home Improvmt 13.1/23	44. CBS Tuesday Movie—Shadows of Desire 7.3/13	19. Frasier 9.9/18		88. Marker 2.0/4		
9:30	13. Coach 11.1/19		21. J Larroquette 9.6/17				
10:00	23. NYPD Blue 9.2/17		7. Dateline NBC 11.7/21				
10:30							
<b>WEDNESDAY</b>							
8:00	46. Ma and the Boys 7.2/15	51. Christy 6.8/14	68. Search and Rescue 5.8/12	80. Beverly Hills, 90210 4.3/9	95. The Parent 'Hood 1.5/3		
8:30	27. Ellen 9.0/17	49. Northern Exposure 7.0/13			92. The Parent 'Hood 1.8/4		
9:00	12. Grace Under Fire 11.2/21		37. Dateline NBC 8.2/15	83. Party of Five 3.4/6	93. The Wayans Bros. 1.7/3		
9:30	11. Roseanne 11.4/20	78. Under Suspicion 5.1/9	28. Law and Order 8.6/16		94. Unhapp Ever After 1.6/3		
10:00	6. PrimeTime Live 13.0/24						
10:30							
<b>THURSDAY</b>							
8:00	46. ABC Movie Special—Kansas 7.2/14	57. Burke's Law 6.2/12	24. Mad About You 9.1/18	61. Martin 6.1/12			
8:30		61. Eye to Eye 6.1/11	22. Hope & Gloria 9.4/18	52. Living Single 6.7/13			
9:00			2. Seinfeld 14.0/25	64. New York Undercover 6.0/11			
9:30	43. Peter Jennings Reporting 7.4/13	30. 48 Hours 8.5/15	1. Friends 17.1/29				
10:00			3. ER 13.8/25				
10:30							
<b>FRIDAY</b>							
8:00	30. Family Matters 8.5/19	61. Diagnosis Murder 6.1/13	64. Unsolved Mysteries 6.0/13	82. TV Nation 3.6/8			
8:30	28. Boy Meets World 8.6/18						
9:00	33. Step by Step 8.4/17	57. CBS Special Movie—The Black Fox 6.2/12	19. Dateline NBC 9.9/20	74. The X-Files 5.4/11			
9:30	53. Jackson/History 6.6/13		57. Homicide: Life on the Street 6.2/12				
10:00	4. 20/20 13.7/27						
10:30							
<b>SATURDAY</b>							
8:00	85. Time Well Spent Special 2.9/7	73. Dr. Quinn, Medicine Woman 5.5/13	55. World's Greatest Magic 6.4/14	75. Cops 5.3/13			
8:30		55. Touched by an Angel 6.4/13		70. Cops 5.7/13			
9:00	75. ABC Saturday Family Movie—The Computer Wore Tennis Shoes 5.3/11	30. Walker, Texas Ranger 8.5/18	57. Abbott & Costello Special 6.2/13	67. America's Most Wanted 5.8/12			
9:30							
10:00							
10:30							
<b>SUNDAY</b>							
7:00	41. Am Fun Videos 7.8/17	14. 60 Minutes 11.0/24	80. Lost Civilizations 4.3/9	87. Sliders 2.8/6			
7:30	24. Am Fun Videos 9.1/10	18. Murder, She Wrote 10.1/20		53. The Simpsons 6.8/13			
8:00				70. The Critic 5.7/11			
8:30	64. Lois & Clark 6.0/12	9. CBS Sunday Movie—There Was a Little Boy 11.6/21	70. NBC Sunday Movie—Bugsy 5.7/11	49. Married w/Child 7.0/13			
9:00	33. ABC Sunday Night Movie—An Inconvenient Woman, Part 1 8.4/15			66. George Carlin 5.8/10			
9:30							
10:00							
10:30							
<b>WEEK AVG</b>	8.1/16	8.0/15	8.3/18	4.5/10	6.5/12	6.5/12	6.5/12
<b>STD AVG</b>	11.2/19	10.2/17	10.9/19	6.9/12	6.9/12	6.9/12	6.9/12

RANKING/SHOW [PROGRAM RATING/SHARE]

TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED

YELLOW TEXT IS WORKER OF TIME SLOT (W) = NOT RANKED \* PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

COMPILED BY KENNETH RAY

## HEADLINES

**Growth spurt**

Fueled by strong growth in its entertainment and news businesses, Turner Broadcasting Systems reports a 68% jump in its second-quarter profit of \$22 million, or eight cents a share, while its sales increased 18%, to \$798 million. The company's entertainment and news groups both posted 21% revenue increases from a year earlier. TBS's news division, which includes CNN, was buoyed by the network's continued O.J. Simpson trial coverage.

Turner's other operations produced less glowing results. The group's sales revenue dropped 18% from last year, to \$55 million, and operating losses increased from \$16.5 million to \$25.4 million.

**Loss leader**

Cablevision Systems Corp. saw its net loss for the second quarter ended June 30 nearly double, from \$54.7 million, or (\$2.42) a share, to \$96.9 million, or (\$4.18) per share, which the company says was primarily

attributable to net losses picked up in cable companies it acquired in 1994. The cable operator also reported sales revenue of \$263.7 million for the quarter, a 37% increase over sales of \$192.1 million for the same period last year.

**Cable quarterback**

Classic Sports Network has tapped former New York Jets quarterback Joe Namath as the cable network's official national spokesman, primary on-air personality and host of *NFL Night at the Classics*, a weekly two-hour programing block that looks back on great moments in NFL history.

**Olympic mettle**

NBC Sports and ESPN have signed an agreement giving ESPN exclusive cable rights to a variety of U.S. Olympic trials for the 1996 summer Olympics in Atlanta. ESPN and ESPN2 will combine to offer 77 hours of Olympics trial coverage, highlighted by 18 live hours of U.S. track and field trials.

# CNN plans life after O.J.

*Readies new weeknight international newscast*

By Jim McConville

**P**reparing for the eventuality of (someday) having no more O.J. Simpson trial to cover, CNN has developed a daily evening newscast, *CNN Worldview*, which will focus on international news.

After the trial, CNN also will add a midday program and reshuffle its regular daily daytime programing.

*CNN Worldview* will air weeknights at 6-7 on CNN and CNN International. The show will premiere the day after the trial goes to jury deliberation. *CNN Worldview* will team three of the network's primary news anchors—London anchor Hilary Bowker and Washington anchors Bernard Shaw and Judy Woodruff. Shaw and Woodruff report from CNN's Washington bureau and Bowker from CNN's London Production Center.

*CNN Worldview*, says Bob Furnad, executive vice president and senior executive producer for CNN, is being positioned as an alternative for viewers looking for international news. The show will concentrate on the most important international news stories of the day. "We won't ignore domestic news, but it will be framed in a global context," Furnad says.

Another post-trial addition will be *CNN Today*, a two-hour midday (1-3) program of news, sports, weather and live interviews, anchored by CNN's Lou Waters and Bobbie Battista.

The program is part of CNN's strategy to produce long-form programing, which TBS executives say is better suited to slower daytime periods.

Other changes in CNN's post-trial schedule include placement of CNN daytime talk show *Talkback Live* to a permanent 3-4 p.m. weekday slot. During the O.J. Simpson trial, the show has aired for a half-hour at 3:30 p.m. (during the trial's midday recess). In other news, CNN's *Inside Politics*, a daily report on political news, hosted by Bernard Shaw and Judy Woodruff, returns to its late afternoon 4-4:30 time slot.

## PEOPLE'S CHOICE: TOP CABLE SHOWS

Program	Network	Time (ET)	Hrs. (000)	Rating Cable U.S.
1. Movie: 'Broken Trust'	TNT	Sun 8:00p	3,690	5.7 3.9
2. Movie: 'Big'	USA	Sun 3:00p	3,004	4.6 3.1
3. Movie: 'A Mother's Prayer'	USA	Wed 9:00p	2,839	4.3 3.0
4. NASCAR Winston Cup	ESPN	Sun 12:00n	2,804	4.2 2.9
5. O.J. Simpson Trial Coverage	CNN	Mon 5:00p	2,634	4.0 2.8
6. NFL Pre-Season Football	ESPN	Sat 10:00p	2,369	3.6 2.5
7. News Update	CNN	Mon 5:30p	2,345	3.5 2.6
8. O.J. Simpson Trial Coverage	CNN	Mon 5:50p	2,325	3.5 2.4
9. Clash of the Champions 31	TBS	Sun 7:00p	2,288	3.5 2.4
10. O.J. Simpson Trial Coverage	CNN	Mon 6:00p	2,225	3.4 2.3
11. Movie: 'Big'	USA	Sat 8:00p	2,184	3.3 2.3
12. O.J. Simpson Trial Coverage	CNN	Mon 4:30p	2,172	3.3 2.3
13. Rugrats	NICK	Tue 6:30p	2,171	3.4 2.3
14. WWF Monday Night Raw	USA	Mon 9:00p	2,168	3.3 2.3
15. Rugrats	NICK	Thu 6:30p	2,157	3.4 2.3

1. Movie: 'True Lies'	HBO	Sat 8:00p	4,469	19.2 4.7
2. Movie: 'Blankman'	HBO	Sun 8:00p	2,524	10.9 2.6
3. Movie: 'Baby's Day Out'	HBO	Tue 8:00p	2,261	9.7 2.4
4. Movie: 'Baby's Day Out'	HBO	Sun 4:15p	2,124	9.1 2.2
5. Movie: 'Major League II'	HBO	Wed 8:00p	2,007	8.6 2.1

# PROGRAMMING

Wonder and Terence Trent D'Arby, among others. The specials include *People: A Musical Celebration of Diversity*, an animated special honoring the 50th anniversary of the United Nations, and *Latin Rock Nights*, recorded live at the 28th Montreux Jazz Festival.

The two new affiliate sales offices will be located in Mexico City and Sao Paulo, Brazil. Coinciding with establishment of the offices, Hatamiya announced that Andrew Thau has been promoted to assistant general manager/senior counsel with responsibility

for all of the channel's affiliate sales. Heading the Mexico City office will be Alex Marin, regional director, affiliate sales and relations, and overseeing the Sao Paulo office will be Axel de Torsia, holding the same title. Both will report to Thau.

## PEOPLE'S CHOICE: Ratings according to Nielsen, Aug. 7-13

Week 47	abc	CBS	NBC	FOX	U/P/N	
	8.8/16	10.2/18	8.8/16	4.4/8	2.5/4	
MONDAY	8:00 8:30 9:00 9:30 10:00 10:30	17. The Nanny 9.8/19 14. Dave's World 10.7/20 10. Murphy Brown 11.3/20 12. Cybill 11.1/19 27. Chicago Hope 9.1/16	42. Fresh Prince 7.9/15 45. In the House 7.8/14 23. NBC Monday Night at the Movies—Trial: The Price of Passion, Part 2 9.3/16	73. Encounters 4.6/9 80. New York Undercover 4.1/7	82. Star Trek: Voyager 3.2/6 89. Legend 1.7/3	
TUESDAY	8:00 8:30 9:00 9:30 10:00 10:30	10.4/19 46. Full House 7.7/15 17. Roseanne 9.8/19 4. Home Imprvmt 13.1/23 5. Coach 12.2/21 20. NYPD Blue 9.7/17	6.9/12 54. Rescue: 911 6.7/13 50. CBS Tuesday Movie—Adrift 7.0/12	9.5/17 31. Wings 8.6/17 49. Newsradio 7.2/14 20. Frasier 9.7/17 23. J Larroquette 9.3/16 12. Dateline NBC 11.1/20	4.9/9 70. Fox Tuesday Night Movie—Downtown 4.9/9 90. Legend 1.6/3 90. Marker 1.6/3	
WEDNESDAY	8:00 8:30 9:00 9:30 10:00 10:30	10.8/20 23. Laverne & Shirley Reunion 9.3/18 8. Grace Undr Fire 11.4/21 6. Ellen 11.9/21 7. Primetime Live 11.5/21	5.7/11 40. Nanny 8.0/16 42. Dave's World 7.9/15 76. Northern Exposure 4.5/8 72. Under Suspicion 4.7/9	7.4/13 66. The Omen 5.2/10 31. Dateline NBC 8.6/15 35. Law and Order 8.4/15	3.6/6 78. Beverly Hills, 90210 4.2/8 84. Party of Five 3.0/5	2.7/5 84. Sister, Sister 3.0/6 86. The Parent 'Hood 2.7/5 86. The Wayans Bros. 2.7/5 88. Unhapp Ever After 2.5/5
THURSDAY	8:00 8:30 9:00 9:30 10:00 10:30	7.2/13 52. Matlock 6.9/13 42. Day One 7.9/14	6.1/11 60. Murder. She Wrote 6.0/11 56. 48 Hours 6.4/12	12.7/24 29. Mad About You 8.8/18 17. Hope & Gloria 9.8/19 2. Seinfeld 14.1/25 1. Friends 16.1/28 3. ER 13.8/25	5.5/10 64. Living Single 5.3/11 59. Martin 5.1/12 66. New York Undercover 5.2/9	
FRIDAY	8:00 8:30 9:00 9:30 10:00 10:30	9.4/20 40. Family Matters 8.0/19 34. Boy Meets World 8.5/19 28. Step by Step 9.0/19 37. Hangin' w/Mr. C 8.3/17 8. 20/20 11.4/23	5.2/11 69. Magician's Favorite Magicians 5.1/12 64. CBS Special Movie—Black Fox: Good Men & Bad 5.3/11	6.9/14 57. Unsolved Mysteries 6.3/14 38. Dateline NBC 8.2/17 58. Homicide: Life on the Street 6.2/12	4.0/9 83. TV Nation 3.1/7 70. The X-Files 4.9/10	
SATURDAY	8:00 8:30 9:00 9:30 10:00 10:30	4.5/9 73. Major League Baseball 4.6/10	6.2/13 66. Dr. Quinn, Medicine Woman 5.2/12 62. Touched by an Angel 5.7/12 47. Walker, Texas Ranger 7.6/15	7.1/15 77. Sweet Justice 4.4/10 35. Movie of the Week—Danielle Steel's 'Daddy' 8.4/17	6.8/14 53. Fox Pre-Season Football—Buffalo Bills vs. Dallas Cowboys 6.8/15	
SUNDAY	7:00 7:30 8:00 8:30 9:00 9:30 10:00 10:30	9.1/17 38. Am Fun Videos 8.2/18 15. Am Fun Videos 10.2/21 47. Lois & Clark 7.6/15 20. ABC Sunday Night Movie—Joe Versus the Volcano 9.7/17	9.9/19 16. 60 Minutes 10.1/21 11. Murder, She Wrote 11.2/21 23. CBS Sunday Movie—Treacherous Beauties 9.3/17	6.5/12 78. Lost Civilizations 4.2/9 73. seaQuest OSV 4.6/9 31. NBC Sunday Movie—One Woman's Courage 8.6/15	5.3/10 81. Sliders 3.4/7 54. The Simpsons 6.7/13 61. Living Single 5.8/11 50. Married w/Child 7.0/13 63. George Carlin 5.6/10	
WEEK AVG	8.6/16	7.3/14	8.3/16	5.0/10	UPN: 2.0/4; WB: 2.7/5	
STD AVG	11.1/19	10.1/17	10.8/18	6.8/12	UPN: 3.4/6; WB: 1.8/3	

RANKING/SHOW [PROGRAM RATING/SHARE] TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED YELLOW TINT IS WINNER OF TIME SLOT (NR)=NOT RANKED \*PREMIERE TELEVISION UNIVERSE ESTIMATED AT 95.4 MILLION HOUSEHOLDS: ONE RATINGS POINT=954,000 TV HOMES SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY

## PEOPLE'S CHOICE: TOP CABLE SHOWS

The top 15 cable programs for the week of Aug. 7-13, ranked by households tuning in, are listed below. The top 10 are ranked by the number of households watching each network weekly. The U.S. ratings are given in parentheses. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable U.S.
1. NFL Pre-Season	TNT	Sun 8:00p	3,953	6.1 4.1
2. Movie: 'Crocodile Dundee II'	USA	Sun 3:00p	2,523	3.9 2.6
3. NASCAR Winston Cup	ESPN	Sun 1:00p	2,440	3.7 2.6
4. Movie: 'Letter to My Killer'	USA	Wed 9:00p	2,337	3.6 2.4
5. Movie: 'The Silence of Adultery'	LIFE	Wed 9:00p	2,269	3.6 2.4
6. Rugrats	NICK	Mon 6:30p	2,138	3.4 2.2
7. Movie: 'Crocodile Dundee II'	USA	Sat 8:00p	2,132	3.3 2.2
8. WWF Monday Night Raw	USA	Mon 9:00p	2,095	3.2 2.2
9. Rugrats	NICK	Thu 6:30p	2,084	3.3 2.2
10. Rugrats	NICK	Sun 10:00a	2,053	3.2 2.2
11. Rugrats	NICK	Wed 6:30p	2,027	3.2 2.1
12. O.J. Simpson Trial Coverage	CNN	Tue 5:30p	2,010	3.0 2.1
13. The Busy World of Richard Scarry	NICK	Thu 9:30a	2,003	3.1 2.1
14. My Brother and Me	NICK	Sat 12:30p	1,996	3.1 2.1
15. Jim Henson's Muppet Babies	NICK	Thu 10:00a	1,918	3.0 2.0

The following are the top 10 cable programs for the week of Aug. 7-13, ranked by households tuning in. Source: Nielsen Media Research.

1. Movie: 'True Lies'	HBO	Tue 8:00p	3,696	15.9 3.9
2. Movie: 'Clear and Present Danger'	HBO	Sat 8:00p	3,463	14.9 3.6
3. Movie: 'True Lies'	HBO	Sun 10:30p	3,101	13.3 3.3
4. 20 Years of Comedy on HBO	HBO	Sat 10:30p	2,664	11.5 2.8
5. High on Crack Street	HBO	Tue 10:30p	2,640	11.4 2.8

Network, co-owned with TCI.

The program's weekly 50-minute news hole will be filled with minute videotapes submitted by political candidates; 18 minutes of commentary will be provided by Clay May, syndicated columnist with *Rocky Mountain News*. Colorado political figure Cara May Denver will serve as show anchor/host, and a rotating cast of Democratic and Republican politicians will serve as analysts.

Another *Race* segment is "Between the Lines," with Sanford Ungar, professor at American University. Brent Bozell of the Media Research Center serving as liberal and conservative media critics who will evaluate how well TV covers politics.

The other program is *Damn Right*, a daily evening half-hour show covering political issues, such as the privatization of the Grand Canyon and whether income tax should be eliminated, from the perspective of Main Street (BROADCASTING & CABLE, July 31).

The show, which premieres Oct. 1, will be syndicated by Multimedia Entertainment and carried by Multimedia's NewsTalk Television cable network.



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# PROGRAMMING

ingly airing a false report.

Others suggested that ABC was doubtful about its chances. Judge Theodore Markow, who was presid-

bacco prove know-

ing over the case, already had made some rulings against it. At Philip Morris's request, Markow ordered several companies to turn over their records to the tobacco company, which was trying to find the source for some of *Day One*'s claims.

ABC refused to reveal the name of the source, known informally as "Dee Cough." A higher court ultimately reversed Markow's decision ordering the companies, including American Express, to turn over the journalists' travel records.

## PEOPLE'S CHOICE: Ratings according to Nielsen, Aug. 14-20

	ABC	CBS	NBC	FOX	UPN
<b>MONDAY</b>	8:00 26. NFL Pre-Season Football—Chicago Bears vs. Cleveland Browns 9.0/16	15. The Nanny 10.7/20 11. Murphy Brown 11.2/19 13. Cybill 10.9/18 30. Chicago Hope 8.6/15	40. Fresh Prince 8.0/15 36. In the House 8.2/15 11. NBC Monday Night at the Movies—Fast Company 11.2/19	79. Encounters 4.5/8 79. New York Undercover 4.5/8	88. Star Trek: Voyager 3.2/6 96. Legend 1.3/2
<b>TUESDAY</b>	8:00 38. Full House 8.2/18 24. Roseanne 9.5/17 4. Home Improvement 12.7/22 7. Coach 12.0/20 22. NYPD Blue 9.8/17	54. Rescue: 911 7.0/13 35. Miss Teen USA 8.3/14	48. Wings 7.6/15 57. Newsradio 6.8/12 30. Frazier 8.6/15 50. Newsradio 7.4/12 18. Dateline NBC 10.6/19	68. The X-Files 5.7/11 52. The X-Files 7.1/12	95. Legend 1.6/3 92. Marker 2.3/4
<b>WEDNESDAY</b>	8:00 27. Grace Under Fire 8.8/18 20. Ellen 10.1/19 4. Grace Under Fire 12.7/23 15. All-American Girl 10.7/18 8. Primetime Live 11.5/20	59. Nanny 6.7/14 45. Dave's World 7.8/15 40. CBS Wednesday Movie—Beyond Betrayal 7.5/13	61. Amazing Things to Come 6.2/12 24. Dateline NBC 9.5/17 38. Law and Order 8.1/14	84. Beverly Hills, 90210 4.0/8 89. Party of Five 3.0/5	90. Sister, Sister 2.4/5 90. The Parent 'Hood 2.4/5 93. The Wayans Bros. 2.2/4 94. Urban Ever After 2.1/4
<b>THURSDAY</b>	8:00 54. Matlock 7.0/14 66. Connnish 5.8/10 45. The Blame Game 7.8/14	79. Murder, She Wrote 4.5/9 78. Eye to Eye 4.8/8 68. 48 Hours 5.7/10	15. Seinfeld 10.7/21 6. Mad About You 12.1/23 2. Seinfeld 14.6/26 1. Friends 16.2/28 3. ER 14.1/26	68. Living Single 5.8/12 63. Martin 6.0/11 70. New York Undercover 5.6/10	
<b>FRIDAY</b>	8:00 38. Family Matters 8.1/18 40. Boy Meets World 8.0/17 30. Step by Step 8.6/17 40. Hangin' w/ Mr. C 8.0/15 13. 20/20 10.9/21	86. Love & War 3.7/8 84. Women of House 4.0/8 65. CBS Special Movie—Who Framed Roger Rabbit? 5.9/12	51. Unsolved Mysteries 7.2/16 33. Dateline NBC 8.5/17 57. Homicide: Life on the Street 6.8/13	73. Fox Preseason Football—Los Angeles Raiders vs. Minnesota Vikings 5.2/11	
<b>SATURDAY</b>	8:00 76. Major League Baseball 5.0/11	73. Dr. Quinn, Medicine Woman 5.2/12 62. Touched by an Angel 6.1/13 34. Walker, Texas Ranger 8.4/17	72. U.S. Gymnastics Championship 5.4/12 54. Movie of the Week—Danielle Steel's 'Secrets' 7.0/14	77. Baywatch 5.1/11 75. Cape 5.1/11 71. America's Most Wanted 5.5/11	
<b>SUNDAY</b>	7:00 28. Am Fun Videos 8.7/19 21. Am Fun Videos 9.9/20 8:00 40. Lois & Clark 8.0/15 9:00 28. ABC Sunday Night Movie—The Broken Cord 8.7/16 10:00 23. CBS Sunday Movie—Call of the Wild 9.6/17 10:30 45. NBC Sunday Movie—Baby Brokers 7.8/14	8. 60 Minutes 11.5/24 18. Murder, She Wrote 10.6/20	83. U.S. Gymnastics Championship 4.2/9 79. seaQuest OSV 4.5/8 45. NBC Sunday Movie—Baby Brokers 7.8/14	87. Sliders 3.4/7 52. The Simpsons 7.1/14 63. Living Single 6.0/11 44. Married w/ Child 7.9/14 60. George Carlin 6.5/11	
<b>WEEK AVG</b>	8.8/18	7.6/14	8.8/18	5.2/10	4.5/5/4/5/5/4/5
<b>STD AVG</b>	11.0/19	10.0/17	10.7/18	6.8/12	4.5/5/5/5/5/5/5

RANKING/SHOW (PROGRAM RATING/SHARE) TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED YELLOW TINT IS WINNER OF TIME SLOT (W)=NOT RANKED \*PREMIERE TELEVISION UNIVERSE ESTIMATED AT 98.4 MILLION HOUSEHOLDS; ONE RATING POINT=954,000 TV HOMES SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY

## dick clark goes Nashville

The Nashville Network has named dick clark productions producer of a new weeknight prime time entertainment variety series that will replace *Music City Tonight* on or before Jan. 2, 1996, in TNN's 9-10:30 ET time slot.

## Free games

Direct broadcast satellite (DBS) program provider DIRECTV will transmit Major League Baseball games free to subscribers for the remainder of the regular 1995 baseball season, which ends Oct. 1. The deal is part of a distribution agreement worked out with MLB and cable network ESPN.

## ER for USA

USA Networks plans to produce a pilot for a new reality-based program that chronicles the life of an emergency room medical staff. Tentatively titled *Life & Death*, the show will be shot in the emergency room of Ben Taub General Hospital in Houston, one of the nation's busiest trauma centers. The pilot will be produced by Stu

Schreiberg and Dennie Gordon in association with the Wrightwood Group.

## Planet promotion

Turner Network Television (TNT) and celebrity-owned restaurant chain Planet Hollywood have joined hands in a national promotion of TNT's Super '70s Week. Scheduled for Aug. 28-Sept. 4, Super '70s will feature the best movies and TV series produced in the '70s. TNT and Planet Hollywood are co-sponsoring the "Have a Prize" sweepstakes where the winner goes to New York for a three-day, disco-filled weekend. The prize also includes dinner at Planet Hollywood New York.

## UPN/MTV cross-promotion

United Paramount Network and Paramount parent Viacom-owned MTV are teaming to cross-promote UPN's fall schedule and upcoming MTV Video Awards. On Monday and Tuesday, Sept. 4 and 5, MTV VJs will host UPN's new fall lineup. Stars from UPN's Monday and Tuesday series will appear frequently throughout the evening, and a special logo has been created that integrates both

identities. UPN series stars also will appear on MTV shows such as *MTV Weekend Jams* and *MTV Primetime*.

## Three!

The Golf Channel has signed distribution agreements with three additional MSOs, giving the 24-hour channel another potential 3.5 million subscribers. New MSOs include Cablevision Systems, 2.6 million subscribers; Charter Communications, 800,000 subscribers, and Booth Cable, 140,000 subscribers. The Golf Channel launched last January.

## fXM to scramble

Fox Broadcasting's cable movie channel, fXM: Movies from F will scramble its signal begin later this month. The network launched in October 1994.

## More Travel

The BBC-produced travel series *Holiday* joins The Travel Channel schedule on Sept. 5. The 22-series will air Tuesday and 1 day at 10:30 p.m. and Sunday at 5:30 p.m. ET.

# Bravo profiles music makers

By Jim McConville

**B**ravo cable network this fall will profile the artistic process in three documentary series.

*Masters of American Music*, an eight-part series on jazz, profiling such jazz pioneers as John Coltrane, Sarah Vaughn and Charlie Parker, debuts Sept. 1 and continues each Friday at 10 p.m.

In October, Bravo will air the three-part series *Music for the Movies*, profiling film composers Bernard Herrmann, Toru Takemitsu and Georges Delerue over three nights (Oct. 17-19) at 10 ET. Bravo also will air six films featuring works of Oscar-winning composers before and after each documentary.

In November, Bravo returns to its second season of *Inside Actors' Studio*, a series in which actors and directors discuss their approaches to acting for film and stage.

## PEOPLE'S CHOICE: TOP CABLE SHOWS

Program	Network	Time (ET)	Hhs. (000)	Rating Cable U.S.
1. NFL Pre-Season	TNT	Sun 8:00p	3,000	4.5 4.2
2. O.J. Simpson Trial Coverage	CNN	Tue 5:00p	3,127	4.7 3.3
3. NASCAR Winston Cup	ESPN	Sun 12:30p	2,540	4.0 3.0
4. NFL Pre-Season	TNT	Thu 8:00p	2,745	4.2 2.9
5. O.J. Simpson Trial Coverage	CNN	Tue 5:30p	2,720	4.5 2.9
6. O.J. Simpson Trial Coverage	CNN	Wed 5:00p	2,694	4.1 2.8
7. O.J. Simpson Trial Coverage	CNN	Wed 6:30p	2,620	4.0 2.7
8. Movie: 'Stop! Or My Mom Will Shoot'	USA	Thu 9:00p	2,565	3.9 2.7
9. Rugrats	NICK	Wed 6:30p	2,515	3.9 2.6
10. O.J. Simpson Trial Coverage	CNN	Tue 4:45p	2,472	3.7 2.6
11. NFL Pre-Season Football	ESPN	Sat 7:00p	2,460	3.7 2.6
12. Movie: 'Stop! Or My Mom Will Shoot'	USA	Sun 3:00p	2,340	3.8 2.5
12. O.J. Simpson Hearing	CNN	Tue 2:30p	2,330	3.8 2.5
14. O.J. Simpson Trial Coverage	CNN	Wed 5:30p	2,342	3.5 2.5
15. Movie: 'Wounded Heart'	USA	Wed 8:00p	2,300	3.4 2.4
1. Movie: 'Clear and Present Danger'	HBO	Tue 8:00p	2,200	3.9 2.4
2. Movie: 'Andre'	HBO	Sat 8:00p	2,034	8.7 2.1
3. Movie: 'Clear and Present Danger'	HBO	Sun 10:15p	1,800	3.0 2.1
4. Movie: 'True Lies'	HBO	Wed 11:30p	1,932	8.3 2.0
5. Movie: 'Rising Sun'	HBO	Sat 8:45p	1,800	7.8 1.9

the SEC between Liberty and Diller to operate Silver King.

The venture gives Diller 70% voting control and a 20% equity stake, but requires unanimous approval of the partners (including TCI and Liberty chiefs John Malone and Peter Barton,

respectively) "for any transaction not in the ordinary course of business, launching new or additional channels or engaging in any new field of business." The agreement also gives Liberty the right to reacquire Diller's shares in Silver King if the ban on cable sys-

tem and broadcast station cross-ship goes away.

Diller also needs unanimous approval to make any acquisition exceeding 10% of the outstanding market value of the joint venture "at the time of such action," the agreement states.

## PEOPLE'S CHOICE: Ratings according to Nielsen, Aug. 21-27

Week 48	abc	CBS	NBC	FOX	UPN
	4.2 21	10.1 26	8.2 26	4.3 7	3.6 6
<b>MONDAY</b>	8:00 10. NFL Proseason Football—Dallas Cowboys vs. Denver Broncos 12.0/21	21. The Nanny 10.5/19 11. Murphy Brown 11.6/19 11. Cybill 11.6/19 35. Chicago Hope 9.1/16	42. Fresh Prince 8.2/15 33. NBC Monday Night at the Movies—Back to the Future, Part III 9.4/16	78. Encounters 4.2/7 77. New York Undercover 4.3/7	84. Star Trek: Voyager
<b>TUESDAY</b>	8:00 40. Full House 8.3/16 25. Newsweek 10.2/18 8. Home Improvement 13.3/22 13. Coach 11.3/19 22. NYPD Blue 10.5/19	56. Rescue: 911 6.7/13 48. CBS Tuesday Movie—Deliver Them from Evil: The Taking of Alta Vista 7.5/13	37. Wings 8.4/17 45. Newsradio 7.6/14 46. Frasier 11.0/18 20. J. J. Larroquette 10.6/18 44. Dateline NBC 11.2/20	69. Fox Tuesday Night Movie—The Super 5.7/10	92. Legend 91. Anatomy of Horror
<b>WEDNESDAY</b>	8:00 40. Grace Under Fire 8.3/17 33. Ellen 9.4/17 8. Grace Under Fire 12.5/22 18. All-American Girl 10.7/18 8. PrimeTime Live 12.8/23	50. Nanny 7.4/15 53. Dave's World 7.1/13 45. CBS Wednesday Movie—Days of Thunder 7.6/13	52. Unsolved Mysteries 7.2/14 23. Dateline NBC 10.4/18 36. Law and Order 8.5/15	79. Beverly Hills, 90210 4.1/8 86. Party of Five 3.1/5	88. Sister, Sister 2.1/5 87. Kirk 2.1/5 88. The Wayans Bros. 2.1/5 90. Urban Story After 2.1/5
<b>THURSDAY</b>	8:00 55. Matlock 6.9/13 66. Commish 5.9/10 60. Day One 6.2/11	76. Murder, She Wrote 4.6/9 57. Eye to Eye 6.5/11 44. 48 Hours 7.7/14	4. Friends 12.8/25 3. Mad About You 14.3/26 1. Seinfeld 17.0/29 2. Friends 16.6/28 3. ER 14.3/28	64. Living Single 6.0/12 60. Martin 6.2/11 69. New York Undercover 5.7/10	
<b>FRIDAY</b>	8:00 28. Family Matters 9.7/21 29. Baywatch World 9.7/20 28. Step by Step 9.9/20 31. Nip/Tuck w/ Mr. C 9.6/18 8. 20/20 12.4/24	68. Diagnosis Murder 5.8/12 75. Picket Fences 4.9/9 66. Picket Fences 5.9/11	74. NBC Baseball Night 5.2/10	82. TV Nation 3.7/8 64. The X-Files 6.0/12	
<b>SATURDAY</b>	8:00 79. Adventures of Mary Kate & Ashley 4.1/9 60. World's Funniest Commercials 6.2/12 82. Susan B. Anthony Slept Here 3.7/7	72. Dr. Quinn, Medicine Woman 5.3/12 48. Touched by an Angel 7.5/15 31. Walker, Texas Ranger 9.6/19	72. Movie of the Week—Ernest Goes to Jail 5.3/11 63. A Word from Our Sponsor 6.1/12	71. Fox Proseason Football—Seattle Seahawks vs. San Francisco 49ers 5.5/12	
<b>SUNDAY</b>	7:00 37. Am Fun Videos 8.4/18 26. Am Fun Videos 10.0/25 45. Lois & Clark 7.6/14 26. ABC Sunday Night Movie—Skytark 10.0/17	45. 60 Minutes 11.1/23 23. Murder, She Wrote 10.4/19 17. CBS Sunday Movie—Love, Honor & Obey, Part 1 10.9/19	84. Time-Life Lost Civilizations 3.6/7 51. Headline: Unlocking Secrets 7.3/13 37. NBC Sunday Movie—Wayne's World 8.4/15	81. Sliders 3.8/8 53. The Simpsons 7.1/13 58. Living Single 6.4/11 43. Married w/ Children 7.9/13 58. George Carlin 6.3/11	
<b>WEEK AVG</b>	9.2/17	8.0/15	8.6/18	8.3/19	WPE 2.7/5; WLS 2.5/5
<b>STD AVG</b>	11.0/19	10.0/17	10.7/18	6.8/12	WPE 3.3/5; WLS 1.9/3

RANKING/SHOW (PROGRAM RATING/SHARE) TOP TEN SHOWS OF THE WEEK ARE HIGHLIGHTED IN RED YELLOW TEXT IS WINNER OF TIME SLOT (W)-NOT RANKED \*PREMIERE TELEVISION UNIVERSE ESTIMATED AT 96.4 MILLION HOUSEHOLDS; ONE RATING POINT=654,000 TV HOMES SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY



the advantage of going on the air at 7 as games are ending. This gives us an opportunity to get good postgame reports on late starts."

TNT's game coverage will include several new production elements: an onscreen running clock during game telecasts, a new graphics package, and two additional cameras for special isolation shots away from the line of scrimmage. ■

## TCI expands in Japan

By Meredith Amdur and Lloyd Shepherd, special correspondents

Jupiter Telecommunications, TCI's cable joint venture in Japan with trading giant Sumitomo, plans to add another 1.2 million franchised homes to its 800,000-home system by the end of this year. Tokyo-based Jupiter, 40% owned by TCI International and 60% by Sumitomo, also is said to be considering further cable system and programing investments outside Japan, perhaps with another local partner.

TCI plans eventually to invest \$200,000 to develop the Japanese fiber-optic system. Its costs will be kept low thanks to Japanese government loans that cover up to 50% of construction costs at a 2% annual interest rate. There has been speculation that TCI may be considering a pan-regional sports channel to rival Capcities/ABC-owned ESPN Asia, already a pivotal property on Disney chief Michael Eisner's new global agenda.

TCI President/CEO John Malone is touting the Japanese cable venture as a potential gem in newly created TCI International. Malone recently predicted that Jupiter will have 4 million subs and 10 million franchised homes by the end of the decade.

TCI International launched on the Nasdaq exchange in July and raised some \$300 million. It comprises all of TCI's international holdings. TCI has programing, cable and telephony operations in 17 countries in Europe, Latin America and Asia, including Telewest, the largest UK MSO, and Flextech, the UK's largest cable programing company. TCI expects these markets to enjoy the same kind of growth that the U.S. cable industry did in the 1970s. ■

## WORLDWIRE

■ Local European executives say **NBC** will launch a European version of its **CNBC** business service in early 1996. The channel will be a companion to **NBC Superchannel**, which carries a significant amount of business news. **Superchannel** Chairman Patrick Cox says his division also is developing a business information service to be downloaded directly to computers.

■ **The Disney Channel** has unveiled scheduling plans for its UK launch on Oct. 1. Broadcasting from 6 a.m. to 10 p.m., the schedule will consist of 60% Disney product and 40% acquired product. There will be TV premieres of two animated classics each year, beginning with "The Jungle Book." In the evening, the channel will schedule concerts, films and documentaries.

■ **ESPN's** regional subsidiary **ESPN Asia** will have two channels in Australia on Optus Vision's cable service, which launches on Sept. 20 to 250,000 homes. There will be a 24-hour ESPN channel with a core of locally tailored U.S. programing and a second channel, **Sports Australia**, with more local coverage.

■ UK pay-TV operator **British Sky Broadcasting** reports its revenue is up 41%, to £778 million (\$1.2 billion), for the year (through June 30, 1995). Operating profit at **BSkyB** was up 44%, to £245 million. **BSkyB** is controlled by **News Corp.**, which holds 40% of the equity.

■ **HBO Asia**, the regional movie channel owned by Time Warner, Paramount, Universal and Sony Pictures Entertainment, has joined the lineup on Singapore **CableVision's** package. **HBO** will provide two film channels, one with Mandarin subtitles.

■ Thai **MMDS** service **Thai Sky TV** has added Turner International's **TNT** & **Cartoon Network** to its lineup of channels, which boasts 80,000 subscribers.

■ **Discovery Communications** has launched an **Indian Discovery Channel** off **Intelsat 704**. It claims a potential reach of 46 million TV homes on the subcontinent. —MA

## PEOPLE'S CHOICE: TOP CABLE SHOWS

Program	Network	Time (ET)	Hrs. (000)	Rating	Cable U.S.
1. NFL Preseason Football	ESPN	Thu 7:00p	2,505	3.8	2.6
2. NASCAR Winston Cup	ESPN	Sat 9:10p	2,505	3.8	2.6
3. Rugrats	NICK	Sun 10:00a	2,284	3.6	2.4
4. Rugrats	NICK	Fri 6:30p	2,284	3.6	2.4
5. Rugrats	NICK	Tue 9:00a	2,170	3.3	2.3
6. Silk Stalkings	USA	Sun 11:00p	2,170	3.3	2.3
7. Movie: 'Working Girl'	USA	Sat 5:00p	2,147	3.2	2.3
8. O.J. Simpson Update	CNN	Tue 2:00p	2,147	3.2	2.3
9. O.J. Simpson Trial Coverage	CNN	Tue 8:00p	2,088	3.2	2.2
10. Movie: 'Down, Out and Dangerous'	USA	Wed 9:00p	2,088	3.2	2.2
11. O.J. Simpson Trial Coverage	CNN	Tue 8:00p	2,060	3.1	2.1
12. Murder, She Wrote	USA	Tue 8:00p	2,060	3.1	2.1
13. WWF Monday Night Raw	USA	Mon 10:00p	2,035	3.2	2.1
14. Rugrats	NICK	Mon 6:30p	2,035	3.2	2.1
15. Rugrats	NICK	Tue 9:00a	2,035	3.2	2.1
1. Movie: 'The Tuskegee Airman'	HBO	Sat 8:00p	2,348	10.1	2.5
2. Boxing: Whitaker vs. Jacobs	HBO	Sat 10:00p	2,348	10.1	2.5
3. Movie: 'Rising Sun'	HBO	Sun 8:00p	1,883	8.1	2.0
4. Movie: 'The Fugitive'	HBO	Mon 8:00p	1,883	8.1	2.0
5. Movie: 'The Beverly Hillsbillies'	HBO	Sat 2:30p	1,883	8.1	2.0

Siegler was most recently president, Columbia Pictures Television, and before that was senior vice president, creative affairs, Warner Bros. Television. DeMesquita left Sony Pictures Entertainment in February, where he

served as executive vice president, corporate communications. Sauer was president and chief executive officer of Steve Sauer Enterprises, a management company and supplier of network programming. Sauer also launched Katie

Face Productions and served as its president from 1987-93. Prince most recently was an agent at Creative Artists Agency and before that was vice president, television talent department, the William Morris Agency.

## PEOPLE'S CHOICE: Ratings according to Nielsen, Aug. 28-Sept. 3

	ABC	CBS	NBC	FOX	UPN
<b>MONDAY</b>	8:00 63. The Marshal 6.1/11 8:30 19. ABC Monday Night Movie—Deadly Relations 10.3/17 9:30 10:00 10:30	8:00 17. The Nanny 10.5/19 8:30 14. Dave's World 11.0/18 9:00 8. Murphy Brown 12.3/20 9:30 11. Cybill 11.7/19 10:00 36. Chicago Hope 8.8/15	8:00 44. Fresh Prince 7.7/14 8:30 22. NBC Monday Night at the Movies—Bird on a Wire 9.8/16 9:30 10:00 10:30	8:00 40. Alien Autopsy: Fact or Fiction? 8.1/14 8:30 83. Fox/NFL Primetime Special 4.1/7 9:30 10:00 10:30	8:00 49. Star Trek: Voyager 7.5/13 8:30 9:30 67. Nowhere Man* 5.7/9 10:00 10:30
<b>TUESDAY</b>	8:00 29. Full House 9.4/18 8:30 13. Roseanne 11.2/20 9:00 2. Home Improvement 14.9/25 9:30 8. Coach 12.3/20 10:00 25. NYPD Blue 9.7/17 10:30	8:00 44. Rescue: 911 7.7/14 8:30 19. CBS Tuesday Movie—Love, Honor & Obey, Part 2 10.3/18 9:30 10:00 10:30	8:00 34. Wings 8.9/17 8:30 46. Newradio 7.6/13 9:00 25. Frasier 9.7/16 9:30 22. J. J. Larroquette 9.8/16 10:00 15. Dateline NBC 10.7/19 10:30	8:00 70. Fox Tuesday Night Movie—Alien³ 5.2/9 8:30 9:30 10:00 10:30	8:00 87. Live Shot 2.6/4 8:30 9:30 10:00 10:30
<b>WEDNESDAY</b>	8:00 32. Grace Under Fire 9.1/18 8:30 17. Ellen 10.5/19 9:00 5. Grace Under Fire 12.9/22 9:30 6. Ellen 12.8/21 10:00 3. PrimeTime Live 13.6/24 10:30	8:00 51. Nanny 7.3/14 8:30 53. Dave's World 7.1/13 9:00 52. CBS Wednesday Movie—Nurses on the Line: The Crash of Flight 7 7.2/13 9:30 10:00 10:30	8:00 37. Unsolved Mysteries 8.2/15 8:30 16. Dateline NBC 10.6/18 9:30 37. Law & Order 8.2/15 10:00 10:30	8:00 77. Beverly Hills, 90210 5.0/9 8:30 9:30 10:00 10:30	8:00 87. Sister, Sister 2.6/5 8:30 89. Kirk 2.5/5 9:00 90. The Wayans Bros. 2.2/4 9:30 91. Living Single 1.9/3 10:00 10:30
<b>THURSDAY</b>	8:00 49. Matlock 7.5/14 8:30 55. Commish 6.8/12 9:00 46. ABC News Special 7.6/14 9:30 10:00 10:30	8:00 80. Murder, She Wrote 4.8/9 8:30 70. Eye to Eye 5.2/9 9:00 34. 48 Hours 8.9/16 9:30 10:00 10:30	8:00 10. Friends 12.1/23 8:30 1. Mad About You 12.8/23 9:00 1. Seinfeld 16.0/27 9:30 4. ER 13.2/24 10:00 10:30	8:00 43. Living Single 7.8/15 8:30 41. The Crew* 8.0/15 9:00 37. New York Undercover 8.2/14 9:30 10:00 10:30	8:00 8:30 9:00 9:30 10:00 10:30
<b>FRIDAY</b>	8:00 21. Family Matters 10.1/22 8:30 22. Baywatch World 9.8/21 9:00 28. Step by Step 9.6/19 9:30 30. Hangin' w/ Mr. C 9.3/18 10:00 11. 20/20 11.7/23 10:30	8:00 70. Diagnosis Murder 5.2/11 8:30 77. Picket Fences 5.0/10 9:00 56. Picket Fences 6.7/13 9:30 10:00 10:30	8:00 61. NBC Baseball Night 6.2/13 8:30 9:00 9:30 10:00 10:30	8:00 84. TV Nation 3.8/8 8:30 58. The X-Files 6.5/13 9:00 9:30 10:00 10:30	8:00 8:30 9:00 9:30 10:00 10:30
<b>SATURDAY</b>	8:00 77. ABC College Football Special 5.0/11 8:30 9:00 9:30 10:00 10:30	8:00 60. Dr. Quinn, Medicine Woman 6.3/15 8:30 33. Walker, Texas Ranger 9.0/19 9:00 9:30 10:00 10:30	8:00 85. Movie of the Week—Attack of the Killer B Movie 2.9/6 8:30 69. A Comedy Salute to Amy Kaufman 5.4/11 9:00 9:30 10:00 10:30	8:00 70. Cops 5.2/12 8:30 66. Cops 5.8/13 9:00 61. America's Most Wanted 6.2/13 9:30 10:00 10:30	8:00 8:30 9:00 9:30 10:00 10:30
<b>SUNDAY</b>	7:00 63. Am Fun Videos 6.1/15 7:30 46. Am Fun Videos 7.6/17 8:00 57. Lois & Clark 6.6/14 8:30 9:00 54. ABC Sunday Night Movie—The Carolyn Warmus Story 7.0/14 9:30 10:00 10:30	7:00 25. 60 Minutes 9.7/23 7:30 31. Murder, She Wrote 9.2/19 8:00 76. CBS Sunday Movie—For the Love of Aaron 5.1/10 8:30 9:00 9:30 10:00 10:30	7:00 86. TV Academy Hall of Fame 2.7/6 7:30 82. Time-Life Lost Civilizations 4.2/9 8:00 41. NBC Sunday Movie—House of Secrets 8.0/16 8:30 9:00 9:30 10:00 10:30	7:00 81. America's Most Wanted 4.4/10 7:30 58. The Simpsons 6.5/14 8:00 70. Martin 5.2/10 8:30 63. Married w/ Child 6.1/12 9:00 70. George Carlin 5.2/10 9:30 10:00 10:30	7:00 7:30 8:00 8:30 9:00 9:30 10:00 10:30
<b>WEEK AVG</b>	8.7/17	7.8/15	8.1/15	5.8/11	UPN 4.7/8; WB 2.3/4
<b>STD AVG</b>	10.9/19	9.9/17	10.8/18	6.8/12	UPN 3.3/8; WB 1.9/3

RANKING/SHOW (PROGRAM RATING/SHARE) TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED YELLOW TINT IS WINNER OF TIME SLOT (nr)=NOT RANKED \*PREMIERE TELEVISION UNIVERSE ESTIMATED AT 96.4 MILLION HOUSEHOLDS; ONE RATINGS POINT=964,000 TV HOMES SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY

# SBCA meets to mull bright future

*Satellite industry has been growing by leaps and bounds, but so has new competition*

By Jim McConville

**D**BS services have been going gangbusters, but the industry isn't breaking out the champagne.

"The market is getting tougher. We're going to see continued, growing competition from cable and RBOCs, unfortunately with a heck of a lot more resources than the DTH industry has," says Chuck Hewitt, president of the Satellite Broadcasting Communications Association.

The association will face that issue, and others, when its membership gets

together in New York on Sept. 19 for "Skyforum," a symposium at the Marriott Marquis.

Competition among DBS suppliers will increase as well, with two companies—EchoSphere and AlphaStar—coming to the marketplace later this year. "The DTH satellite industry is booming and expects to grow, but the question is: Will there be room for the many providers that are entering the marketplace in the U.S. and Canada?" Hewitt asks.

However, Eddy Hartenstein, president of DBS service DIRECTV, says that the issue is not whether DBS will

develop a sizable subscriber base, but how large that base will be.

"The question is: Just how far can this DBS business go? Are the predictions of getting 10 million DBS subscribers by the year 2000 viable?" asks Hartenstein. "Based on the way our consumer base, revenue per sub and pay-per-view buy rate are going, the answer is yes."

Next year, satellite operators also will face continued government and regulatory hurdles, most notably the auction of satellite spectrum by the FCC. "We're seeing a lot of things going on in Washington that bother us, such as having us pay for spectrum when cable and telephone don't pay for it," Hewitt says. ■

## Financial troubles

Former United Press International and Financial News Network chairman Earl Brian and COO John Berentson on Tuesday were indicted on charges of falsifying company finances to obtain \$56 million in bank loans in 1989.

FNN had losses of \$72.4 million in 1990 and had filed for bankruptcy protection before eventually being absorbed by the competing CNBC network. In 1993, Brian, without an admission of guilt, settled Securities and Exchange Commission charges that he had falsified company revenue.

Brian's attorney, Richard Marmaro, told the Associated Press he was declining comment on the latest charges. Berentson's attorney, Mark Beck, told the news service that he would dispute the charges. —RB

## PEOPLE'S CHOICE: TOP CABLE SHOWS

Program	Network	Time (ET)	HHs. (000)	Rating Cable U.S.
1. NFL Football	TNT	Sun 8:00p	5,393	8.3 5.7
2. O.J. Simpson Hearing	CNN	Tue 6:00p	2,546	3.8 2.7
3. O.J. Simpson Hearing	CNN	Tue 8:00p	2,408	3.6 2.5
4. O.J. Simpson Hearing	CNN	Tue 5:30p	2,397	3.6 2.5
5. NFL Prime Time	ESPN	Sun 7:00p	2,371	3.6 2.5
6. O.J. Simpson Hearing	CNN	Tue 7:30p	2,285	3.5 2.4
7. NASCAR Winston Cup	ESPN	Sun 1:00p	2,249	3.4 2.4
8. O.J. Simpson Hearing	CNN	Tue 5:00p	2,190	3.3 2.3
9. Rugrats	NICK	Fri 6:30p	2,184	3.4 2.3
10. Doug	NICK	Fri 7:00p	2,109	3.3 2.2
11. Rugrats	NICK	Sun 10:00a	2,044	3.2 2.1
12. O.J. Simpson Hearing	CNN	Tue 4:30p	2,042	3.1 2.1
13. O.J. Simpson Hearing	CNN	Tue 7:00p	2,012	3.0 2.1
14. O.J. Simpson Trial	CNN	Mon 5:30p	2,000	3.0 2.1
15. Rugrats	NICK	Tue 6:30p	1,998	3.1 2.1
1. Movie: 'The Tuskegee Airmen'	HBO	Tue 8:00p	2,253	9.7 2.4
2. Movie: 'Black Rain'	HBO	Fri 8:00p	2,100	9.0 2.2
3. Movie: 'Hard Vice'	HBO	Sun 12:20a	1,781	7.7 1.9
4. Tales from the Crypt	HBO	Fri 10:00p	1,758	7.6 1.8
5. Movie: 'Mrs. Doubtfire'	HBO	Sun 8:00p	1,753	7.5 1.8



### Puf-a-Palooza

Nick at Nite on Sept. 16 is planning an overnight on-air stunt called Puf-a-Palooza, featuring episodes of classic Sid and Marty Krofft kids shows, many of which have not been seen on national television since the 1970s. Shows featured in the 10 p.m.-6 a.m. block will include *H.R. Pufnstuf* (above), *Sigmund and the Sea Monsters*, *Lidsville* and *Land of the Lost*. The last series joins Nickelodeon's Saturday morning schedule this week. —RB

## PEOPLE'S CHOICE: TOP CABLE SHOWS

Rankings are based on household viewing figures for the week ending Sept. 10, 1995. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable U.S.
1. <b>NFL Football</b>	TNT	Sun 8:00p	5,008	7.7 5.2
2. <b>Movie: Almost Golden</b>	LIFE	Mon 8:00p	4,952	7.9 5.2
3. <b>Major League Baseball</b>	ESPN	Wed 11:32p	4,853	7.3 5.1
4. <b>Intimate Portrait: J. Savitch</b>	LIFE	Mon 10:00p	4,733	7.6 4.9
5. <b>Major League Baseball</b>	ESPN	Wed 7:30p	4,662	7.0 4.9
6. <b>1995 Video Music Awards</b>	MTV	Thu 8:00p	3,946	6.4 4.1
7. <b>O.J. Simpson Trial</b>	CNN	Wed 5:30p	3,039	4.6 3.2
8. <b>O.J. Simpson Trial</b>	CNN	Tue 8:00p	2,953	4.4 3.1
9. <b>O.J. Simpson Trial</b>	CNN	Wed 5:00p	2,797	4.2 2.9
10. <b>O.J. Simpson Trial</b>	CNN	Thu 5:30p	2,760	4.1 2.9
11. <b>O.J. Simpson Trial</b>	CNN	Tue 6:00p	2,647	4.0 2.8
12. <b>O.J. Simpson Trial</b>	CNN	Tue 5:00p	2,621	3.9 2.7
13. <b>O.J. Simpson Trial</b>	CNN	Wed 7:00p	2,598	3.9 2.7
14. <b>O.J. Simpson Trial</b>	CNN	Wed 6:00p	2,596	3.9 2.7
15. <b>O.J. Simpson Trial</b>	CNN	Tue 7:44p	2,562	3.8 2.7
1. <b>Movie: 'Speed'</b>	HBO	Sun 8:00p	2,750	11.8 2.9
2. <b>Movie: 'Truman'</b>	HBO	Sat 8:00p	1,869	8.0 1.9
3. <b>Movie: 'Virtual Combat'</b>	HBO	Thu 9:01p	1,692	7.2 1.8
4. <b>Movie: 'Addams Family Values'</b>	HBO	Sun 6:00p	1,656	7.1 1.7
5. <b>Movie: 'The Scout'</b>	HBO	Tue 8:00p	1,649	7.1 1.7

## EWTN friends want channel

*Channel sharing raises ire of fans of religious network*

By Jim McConville

**T**he Eternal Word Television Network (EWTN) can't get a word in edgewise. At least that is the opinion of some of its fans, who are petitioning Cablevision to carry more of the religious-programing service.

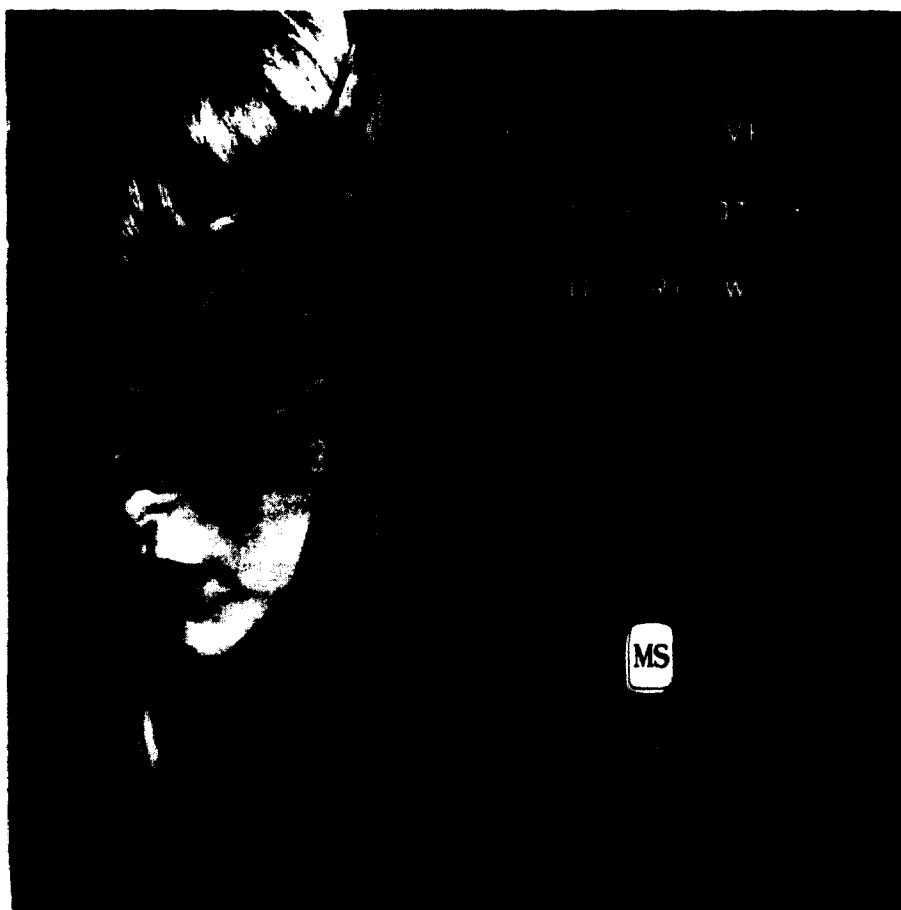
Citing a shortage of space, Cable Vision Systems Corp. has been piggy-backing EWTN with other networks, including some freewheeling public access shows.

"Friends of EWTN," a group of Cablevision subscribers from Nassau and Suffolk counties on Long Island, have let Cablevision know that they don't like the short shrift given the network or the company it has been forced to keep. The group would like The Eternal Word and other religious programming to have its own channel.

Friends of EWTN's Arnold Pilsner says the group first approached Cablevision in 1992, asking it to expand Eternal Word programming from a few hours to a full network. Cablevision replied that it didn't have enough channel capacity, an explanation Friends has a hard time accepting. Pilsner says Cablevision capacity has expanded from 55 to 77 channels since Friends first approached the company. Last February, Friends sent a petition signed by 15,000 Cablevision customers asking that Eternal Word get its own channel.

Cablevision Vice President of Media and Community Relations Charlie Schueller says Cablevision is taking the group's request under advisement but that given Cablevision's limited channel capacity, the group's suggestion may not be logistically possible.

"We've come up with the most creative and effective possible solution," says Schueller, "that is, to give a number of religious and other program services the opportunity to appear on Cablevision. It's a creative but imperfect solution that has much more to do with our channel capacity issue than it does with the quality of any of these services."



# Broadcasting

Columbia TriStar Television Distribution is said to be readying *Mad About You* for a fall '96 syndication launch. There was some debate at CTTD on whether to launch the show in fall '96 or '97, according to a source. In the end, they opted to roll out the series

sooner to take advantage of the demise of PTAR and make the most of an open playing field for the romantic comedy.

The only other new sitcoms scheduled for off-net debuts in fall '96 are Warner Bros. Domestic Television Distribution's *Hangin' with Mr. Coop-*

*er* and *Martin*, neither of which are geared towards the same audience as *Mad About You*. And with plans for the off-net bows of *Frasier* and *Grace Under Fire* taking shape, access and late-night slots for fall '97 are likely to be crowded with top-rated fare. ■

## PEOPLE'S CHOICE: Ratings according to Nielsen, Sept. 4-10

Week 51	abc	CBS	NBC	FOX	UPN
	14.1/24	8.9/15	7.6/13	6.1/10	4.9/8
<b>MONDAY</b>	8:00 66. The Marshal 5.9/11	21. Murphy Brown 9.8/16	41. Fresh Prince 7.4/13	76. Secrets of the X-Files 5.1/9	66. Star Trek: Voyager 5.9/10
	9:00 1. NFL Monday Night Football 17.1/28	23. Cybill 9.6/15	38. NBC Monday Night at the Movies—Lorenzo's Oil 7.6/13	48. Alien Autopsy: Special Encore 7.1/11	83. Nowhere Man 3.9/6
	10:00 38. Chicago Hope 7.6/13				
<b>TUESDAY</b>	8:00 14. Roseanne 11.1/20	36. David Copperfield XV 7.9/14	50. Wings 7.0/13	71. Fox Tuesday Night Movie—Mo' Money 5.7/10	89. Deadly Games* 2.6/5
	9:00 3. Home Improvement 16.2/26	41. CBS Tuesday Movie—Judgment Day: The John List Story 7.4/12	57. Newsradio 6.6/11		92. Live Shot 2.0/3
	9:30 13. Barbara Walters Special 11.2/20		26. Frasier 9.5/15		
	10:00 13. Barbara Walters Special 11.2/20		34. J. Larroquette 8.0/13		
	10:30		17. Dateline NBC 10.1/18		
<b>WEDNESDAY</b>	8:00 21. Grace Under Fire 8.8/18	55. Nanny 6.7/12	66. National Geographic Special 5.9/10	64. Fox Movie Special—The Crush 6.3/11	85. Sister, Sister 3.1/6
	8:30 15. Ellen 10.8/18	45. Dave's World 7.2/12	31. Dateline NBC 8.7/14		87. The Parent 'Hood 2.7/5
	9:00 10. Grace Under Fire 11.7/19	44. CBS Wednesday Movie—Dying to Love You 7.3/12	53. First Person with Maria Shriver 6.9/12		86. The Wayans Bros. 2.8/5
	9:30 12. Ellen 11.3/18				91. Unhappily Ever After 2.3/4
	10:00 16. PrimeTime Live 10.8/19				
	10:30				
<b>THURSDAY</b>	8:00 49. Matlock 5.9/10	80. Murder, She Wrote 4.1/7	7. Friends 12.3/22	50. Living Single 7.0/13	
	8:30		8. Hope & Gloria 11.9/20	36. The Crew 7.9/13	
	9:00 55. Commish 5.8/9	70. CBS Reports 5.6/9	2. Seinfeld 16.6/27	45. New York Undercover 7.2/12	
	9:30		4. Mad About You 15.5/25		
	10:00 46. Day One 7.4/13	34. 48 Hours 7.1/13	5. ER 13.1/23		
	10:30				
<b>FRIDAY</b>	8:00 19. Family Matters 10.0/20	53. Diagnosis Murder 6.9/14	62. NBC Baseball Night 6.4/12	82. TV Nation 4.0/8	
	8:30 45. Sat Morn Preview 7.2/14			57. The X-Files 6.6/12	
	9:00 30. Step by Step 8.8/17	72. Picket Fences 5.6/10			
	9:30 29. Hangin' w/Mr. C 9.1/17	57. Picket Fences 6.6/13			
	10:00 10. 20/20 11.7/22				
	10:30				
<b>SATURDAY</b>	8:00 75. Siegfried & Roy 5.5/11	(nr) U.S. Open Tennis 6.3/14	62. Movie of the Week—Saved by the Bell: Wedding in Las Vegas 6.4/13	76. Martin 5.1/11	
	8:30	79. Dr. Quinn, Medicine Woman 4.6/9		72. Preston Episodes* 5.6/11	
	9:00 78. ABC Saturday Family Movie—Gremlins 2: The New Batch 5.0/9	50. Touched by an Angel 7.0/13	57. TV's Funniest Families 6.6/13	57. Cops 6.6/13	
	9:30	32. Walker, Texas Ranger 8.2/16		65. Amer Most Wntd 6.2/11	
	10:00				
	10:30				
<b>SUNDAY</b>	7:00 38. Am Fun Videos 7.6/15	9. 60 Minutes 11.8/22	(nr) NFL Football 12.6/25	84. The Simpsons 3.5/7	96. Pinky & Brain 1.3/3
	7:30 19. Am Fun Videos 10.0/18		55. Hunt for Amazing Treasures 6.7/11	80. Countdown/Emmys 4.2/8	92. Sister, Sister 2.0/4
	8:00 34. Lois & Clark 8.0/13	27. Murder, She Wrote 9.3/15			87. Kirk Cameron 2.7/5
	8:30				90. Simon 2.4/4
	9:00 32. ABC Sunday Night Movie—The Hand That Rocks the Cradle 8.2/13	23. CBS Sunday Movie—Only the Lonely 9.6/15	17. NBC Sunday Movie—Tango & Cash 10.1/16	6. Emmy Awards 12.4/20	94. Clegghome! 1.9/3
	9:30				95. First Time Out 1.6/3
	10:00				
	10:30				
<b>WEEK AVG</b>	9.6/17	7.6/13	8.5/15	7.2/12	UPN: 3.6/6; WB: 2.3/4
<b>STD AVG</b>	10.9/19	9.9/17	10.8/18	6.8/12	UPN: 3.4/6; WB: 1.9/3

RANKING: SHOW (PROGRAM RATING/SHARE) TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED YELLOW TINT IS WINNER OF TIME SLOT (nr)=NOT RANKED \*PREMIERE TELEVISION UNIVERSE ESTIMATED AT 95.9 MILLION HOUSEHOLDS; ONE RATINGS POINT=959,000 TV HOMES SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY

# Broadcasting

continued from page 32  
development.

Kimberly Haswell, vice president, series development, joins the company from Fred Silverman Productions, where she managed the development staff. The other new hire is Kim Rozen-

feld, who has been named director, series development. Rozenfeld most recently served as associate producer on a number of made-for-TV movies and several series.

TriStar Television recently completed one of its most successful seasons

ever with the placing of fall or midseason shows on five of the six networks. Its new product includes *Hudson Street* for ABC, *Can't Hurry Love* and *Melrose Place* for CBS, *Raising Caines* for NBC, Fox's *Ned & Stacey* and *Simon* for the WB.

## PEOPLE'S CHOICE: Ratings according to Nielsen, Sept. 11-17

	abc	CBS	NBC	FOX	UPN
	12.7/21	11.0/16	9.1/15	9.1/14	4.9/8
<b>MONDAY</b>	8:00 82. The Marshal 5.8/10 8:30 9:00 8. NFL Monday Night Football—Green Bay Packers vs. Chicago Bears 15.9/27 10:00 10:30	18. The Nanny 12.6/21 24. Bless This House 11.6/18 28. Murphy Brown 11.2/17 29. Cybill 11.1/17 44. Chicago Hope 9.7/17	64. Fresh Prince 7.4/12 45. NBC Monday Night at the Movies—Thelma & Louise 9.4/15	30. Melrose Place 10.8/17 61. Partners* 7.5/12 65. Ned and Stacey* 7.3/11	81. Star Trek: Voyager 6.1/11 97. Nowhere Man 3.7/11
<b>TUESDAY</b>	13.6/23 8:00 30. L.A. Law 10.8/19 8:30 6. Jeff Foxworthy 16.1/27 9:00 1. Home Improvmt 16.9/27 9:30 7. Coach 16.0/25 10:00 30. The Monroes 10.8/19 10:30	7.2/12 70. Rescue: 911 7.0/12 69. CBS Tuesday Movie—The Secretary 7.2/12	10.8/18 38. Seinfeld 10.1/18 59. Newradio 7.7/13 34. Frazier 10.7/17 37. Wings 10.2/16 14. Dateline NBC 13.1/23	7.9/13 55. Fox Tuesday Night Movie—In the Name of Love: A Texas Tragedy 7.9/13	2.3/4 99. Deadly Games 2.8/11 103. Live Shot 2.0/11
<b>WEDNESDAY</b>	12.8/22 8:00 20. E! 12.3/22 8:30 30. Drew Carey* 10.8/18 9:00 6. Grace Under Fire 14.5/23 9:30 17. Naked Truth* 12.7/20 10:00 13. PrimeTime Live 13.3/23 10:30	8.5/14 61. Bless This House* 7.5/13 38. Dave's World 10.1/17 61. Central Park West* 7.5/12 47. Courthouse* 9.2/16	6.5/11 85. seaQuest DSV 5.3/9 59. Dateline NBC 7.7/12 76. Law & Order 6.5/11	11.8/19 23. Beverly Hills, 90210 11.8/19	2.6/4 98. Sister, Sister 2.7/11 99. The Parent 'Hood 2.5/11 99. The Wayans Bros. 2.5/11 99. Unsub Ever After 2.5/11
<b>THURSDAY</b>	7.3/13 8:00 52. Charlie Grace* 8.3/15 8:30 9:00 70. The Monroes* 7.0/12 9:30 10:00 75. Day One 6.6/12 10:30	5.5/10 85. Murder, She Wrote 5.3/9 96. Color Me Barbra 4.2/7 72. 48 Hours 6.9/12	15.4/27 10. Friends 14.1/25 22. Hope & Gloria 12.1/21 1. Seinfeld 16.9/28 3. Mad About You 16.5/27 4. ER 16.4/30	7.9/14 65. Living Single 7.3/13 58. The Crew 7.8/13 52. New York Undercover 8.3/14	
<b>FRIDAY</b>	12.1/23 8:00 35. Family Matters 10.4/21 8:30 35. May Mads World 10.4/20 9:00 28. Step by Step 11.4/21 9:30 21. Maybe This Time 12.2/22 10:00 11. 20/20 14.0/26 10:30	5.1/10 92. CBS Sneak Peek 4.8/10 90. Dave's World 4.9/10 90. Picket Fences 4.9/9 84. Central Park West 5.4/10	5.6/11 83. NBC Baseball Night 5.6/11	7.8/15 65. Strange Luck* 7.3/15 52. The X-Files 8.3/15	
<b>SATURDAY</b>	7.7/14 8:00 50. Jeff Foxworthy 8.4/17 8:30 49. Maybe This Time 8.6/16 9:00 65. ABC Saturday Family Movie—Encino Man 7.3/13 10:00 10:30	6.9/13 78. Dr. Quinn, Medicine Woman 6.3/12 55. Walker, Texas Ranger 7.9/14	11.2/21 74. Brotherly Love* 6.7/13 78. Minor Adjustments* 6.3/12 25. 75 Years of Miss America 11.5/22 4. Miss America Pageant 16.4/31	5.1/10 89. Martin 5.0/10 93. Preston Episodes 4.7/9 85. Cops 5.3/10 85. Amer Most World 5.3/10	
<b>SUNDAY</b>	12.0/19 7:00 45. America's Funniest Home Videos 9.4/17 7:30 8:00 19. Loe & Clark 12.4/19 8:30 9:00 74. ABC Sunday Night Movie—The Stranger Beside Me 13.1/21 9:30 10:00 10:30	10.8/17 12. 60 Minutes 13.6/24 38. Cybill 10.1/16 48. Almost Perfect 8.9/14 41. CBS Sunday Movie—The Client 10.0/16	10.1/16 80. Brotherly Love 6.2/11 93. Minor Adjustments 4.7/8 43. Mad About You 9.8/15 27. NBC Sunday Movie—Danielle Steel's 'Zoya' 11.3/18	8.7/14 55. The Simpsons 7.9/14 50. Springfield's NW 4.2/8 16. The Simpsons 12.9/28 77. Partners 6.4/10 41. Married w/Child 10.0/15 72. Ned and Stacey 8.9/11	1.5/3 108. Picky & Brain 1.5/3 104. Sister, Sister 1.6/3 104. Kirk Cameron 1.6/3 109. Simon 1.3/2 108. Clapham's 1.4/2 108. First Time Out 1.5/2
<b>WEEK AVG</b>	11.3/19	8.0/14	9.8/17	8.4/14	UPN 3.6/6; WB 1.9/3
<b>STD AVG</b>	10.9/19	9.9/17	10.6/18	6.8/12	UPN 3.4/6; WB 1.9/3

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TELEVISION UNIVERSE ESTIMATED AT 96.9 MILLION HOUSEHOLDS; ONE RATINGS POINT=989,000 TV HOMES SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY

*Are You Afraid of the Dark?*—Nickelodeon/Cinar Productions  
*Nick News*—Nickelodeon/Lucky Duck Productions  
*Ocean Girl*—The Disney Channel/Jonathan M. Shiff Productions Pty Ltd.

*The Adventures of Pete and Pete*—Nickelodeon/Gordon Production

#### Children's Educational or Informational Special or Series

*A TNT Special Edition: How the Grinch Stole Christmas*—Turner Network Television

*Beakman's World*—The Learning Channel/Columbia Pictures Television/Columbia TriStar Television

Distribution/Universal Belo Productions  
*In Search of Dr. Seuss*—Turner Network Television/Point Blank Productions  
*U to U*—Nickelodeon

#### Animated Programming Special or Series

*Dr. Katz: Professional Therapist*—Comedy Central/HBO Downtown Productions

*Duckman*—USA Network/Klasky Csupo Inc.

*Rocko's Modern Life*—Nickelodeon  
*The Rugrats*—Nickelodeon

#### Newscenter

Terry Anzur—*A-T in Depth*/Ameri-

ca's Talking  
 Bobbie Battista—*Prime News*/CNN  
 Joie Chen—*CNN Sunday Morning*/CNN  
 Leon Harris/Donna Kelley—*CNN Morning News*/CNN  
 Bernard Shaw/Judy Woodruff—*Inside Politics*/CNN

#### Extended News or Public Affairs Coverage

*California v. Orental James Simpson*—Courtroom Television Network

*CNN's Coverage of the Haiti Crisis*—CNN

*CNN's Coverage of the Oklahoma City Bombing*—CNN

## Closing the minority sub gap

By Jim McConville

**M**inority households lag significantly behind overall TV households as cable and online service subscribers.

Cable industry experts, part of a panel at the National Association of Minorities in Cable (NAMIC)/Na-

tional Cable Television Association (NCTA) annual conference held in New York last week, say the subscriber gap is partly the result of limited product distribution, with companies tending to serve such markets last.

Such subscriber disparity would shrink if programming and software

aimed at black and Hispanic populations became more readily available, say industry executives.

Kevin Dowdell, vice president of new business development, Home Box Office, and moderator of a NAMIC panel titled "Viability of New Technologies in Urban Markets," says low economic minority areas historically are the last to get new cable or online programming.

Dowdell says black and Hispanic homes have an average cable penetration of 45%-50%, compared with 60% penetration for subscribers overall. Disparity in online service use is more pronounced. Approximately 30.3% of white households own a PC, compared with 13.2% for Hispanic and 11.8% for black households.

Don Dulchinos, senior analyst, Technology Transfer CableLabs, says low minority penetration of online services doesn't come as a surprise. "Current interactive technology available today is PC-based, which minority homes historically lag behind in purchasing."

Panelists say creating cable and online services for minority groups would produce higher subscriber penetration and usage. "If there are products that appeal to a particular group, minorities will have a higher tendency to buy those products," says Nathan Garner, consultant for Scholastic Inc. But minority use of online services, he says, likely will still happen more in school than at home at least until PCs become a minority household staple.

New cable technology also may help increase both cable and online service distribution to minority groups. ■

## PEOPLE'S CHOICE: TOP CABLE SHOWS

Program	Network	Time (ET)	HHs. (000)	Rating Cable U.S.
1. NFL Football	TNT	Sun 8:00p	9,113	14.0 9.5
2. O.J. Simpson Trial	CNN	Mon 6:00p	2,884	4.3 3.0
3. O.J. Simpson Trial	CNN	Mon 5:30p	2,715	4.1 2.8
4. O.J. Simpson Trial	CNN	Wed 6:00p	2,634	4.0 2.7
5. O.J. Simpson Trial	CNN	Wed 5:00p	2,590	3.9 2.7
6. O.J. Simpson Trial	CNN	Tue 5:00p	2,575	3.9 2.7
7. O.J. Simpson Trial	CNN	Mon 5:00p	2,561	3.8 2.7
8. O.J. Simpson Trial	CNN	Wed 5:30p	2,532	3.8 2.6
9. O.J. Simpson Trial	CNN	Mon 7:30p	2,516	3.8 2.6
10. NFL Prime Time	ESPN	Sun 7:00p	2,472	3.7 2.6
11. O.J. Simpson Trial	CNN	Mon 7:15p	2,418	3.6 2.5
12. Rugrats	NICK	Sun 10:00a	2,388	3.7 2.5
13. O.J. Simpson Trial	CNN	Mon 7:00p	2,361	3.5 2.5
14. Rugrats	NICK	Thu 6:30p	2,306	3.6 2.4
15. O.J. Simpson Trial	CNN	Mon 4:30p	2,242	3.4 2.3
1. Movie: 'Timecop'	HBO	Sat 8:00p	3,595	15.4 3.7
2. Movie: 'Speed'	HBO	Sat 10:00p	2,849	12.2 3.0
3. Movie: 'True Lies'	HBO	Sun 8:00p	2,615	11.2 2.7
4. Movie: 'Another 48 HRS'	HBO	Fri 9:45p	2,387	10.2 2.5
5. Movie: '48 HRS'	HBO	Fri 8:00p	2,005	8.6 2.1



# Broadcasting

August, will increase significantly. Network news sources say that, collectively, they may spend \$10 million-\$15 million more to cover the conventions because they are only one week apart and there won't be enough time to break down the facilities at the Repub-

lican convention in San Diego and ship them to Chicago for the Democratic convention. Thus, each network has to build at least two full sets of convention coverage facilities.

And possibly three. The final night of Republican convention activities in

San Diego probably will be held at separate venue—Jack Murphy Stadium—thus requiring the networks to set up separate coverage facilities.

"The political parties have mastered the art of staging conventions that are grossly insufficient for the number

## PEOPLE'S CHOICE: Ratings according to Nielsen, Sept. 18-24

Week	abc	CBS	NBC	FOX	U/P/N
1	14.9/23	13.1/22	12.0/18	7.7/12	4.6/7
MONDAY	8:00 67. The Marshal 8.0/13	23. The Nanny 13.4/22	54. Fresh Prince 9.4/15	58. Melrose Place 9.1/14	87. Star Trek: Voyager 5.7/9
	8:30 9. NFL Monday Night Football—Pittsburgh Steelers vs. Miami Dolphins 17.1/29	20. Can't Hurry Love* 13.6/21	50. In the House 9.6/15	85. Partners 6.0/9	95. Nowhere Man 3.6/5
	9:00 8. Murphy Brown 18.0/26	22. If Not for You* 13.5/20	24. NBC Monday Night at the Movies—Danielle Steel's 'Zoya' 13.2/20	84. Ned and Stacey 6.3/9	
	9:30 20. Chicago Hope 13.6/22				
	10:00 13.3/22	9.6/15	12.2/20	4.2/7	2.2/3
TUESDAY	8:00 13.3/22	60. John Grisham's The Client* 8.9/14	33. Wings 11.9/20	93. Fox Tuesday Night Movie—Divas 4.2/7	101. Deadly Games 2.3/4
	8:30 11. Hudson Street* 15.9/25		40. Newsradio 11.2/18		102. Live Shot 2.1/3
	9:00 5. Home Improvement 20.3/31	58. CBS Tuesday Movie—Her Deadly Rival 9.1/15	12. Frasier 15.8/24		
	9:30 7. Coach 18.6/29		41. Pursuit of Nap* 11.0/17		
	10:00 13. Murder One* 15.5/26		35. Dateline NBC 11.7/20		
WEDNESDAY	8:00 25. Ellen 12.9/22	67. Blue This House 8.0/14	77. seaQuest 2032* 7.4/12	44. Beverly Hills, 90210 10.8/18	97. Sister, Sister 2.6/4
	8:30 39. Drew Carey 11.3/18	46. Dave's World 10.4/17			97. The Parent 'Hood 2.6/4
	9:00 40. Grace Under Fire 16.5/26	85. Central Park West 6.0/9	41. Dateline NBC 11.0/17	47. Melrose Place 10.3/16	99. The Wayans Bros. 2.5/4
	9:30 18. Naked Truth 14.3/23	80. Courthouse 7.0/12	26. Law & Order 12.8/22		99. Unhappily Ever After 2.4/4
	10:00 28. PrimeTime Live 12.3/21				
THURSDAY	8:00 74. Charlie Grace 7.6/12	55. Murder, She Wrote 9.3/15	3. Friends 20.5/33	78. Living Single 7.2/12	
	8:30 82. The Monroes 6.8/10	70. Too Hot to Skate 7.8/12	6. The Single Guy* 19.2/30	80. The Crew 7.0/11	
	9:00 75. Day One 7.5/12		2. Seinfeld 24.8/37	67. New York Undercover 8.0/12	
	9:30		3. Caroline/City* 20.5/32		
	10:00		1. ER 25.3/41		
FRIDAY	8:00 32. Family Matters 12.0/23	79. Dances* 7.1/14	88. NBC Baseball Night 5.2/10	70. Strange Luck 7.8/15	
	8:30 35. Baywatch World 11.7/22	82. Bonnie Hunt* 6.8/13		28. The X-Files 12.3/22	
	9:00 30. Step by Step 12.2/22	65. Picket Fences 8.1/14			
	9:30 33. Hangin' w/Mr. C 11.9/21	51. American Gothic* 9.5/17			
	10:00 17. 28/20 14.4/26				
SATURDAY	8:00 70. Jen Foxworthy 7.8/15	57. Dr. Quinn, Medicine Woman 9.2/18	41. JAG* 11.0/21	88. Martin 5.2/10	
	8:30 70. Maybe This Time 7.8/15	61. Touched by an Angel 8.6/16		94. Frasier Episodes 3.8/7	
	9:00 63. Saturday Night at the Movies—The Great Mom Swap 8.5/16	27. Walker, Texas Ranger 12.7/24	75. Sisters 7.5/14	90. Cops 5.1/6	
	9:30			91. Amer Most Wnd 5.0/8	
	10:00				
SUNDAY	7:00 55. Am Fun Home Vid 9.3/17	19. 60 Minutes 13.8/24	91. Brotherly Love 5.0/9	51. Space: Above & Beyond* 9.5/15	105. Pinky & Brain 1.7/3
	7:30 31. Am Fun Home Vid 12.1/20	49. Cybill 9.8/15	96. Minor Adjustments 2.8/5		103. Sister, Sister 2.0/3
	8:00 38. Lois & Clark 11.4/18	65. Almost Perfect 8.1/12	15. Mad About You 14.6/23		104. Kirk Cameron 1.9/3
	8:30 16. ABC Sunday Night Movie—Lethal Weapon 3 14.5/24	45. CBS Sunday Movie—Whose Daughter Is She? 10.5/17	35. Hope & Gloria 11.7/18	51. The Simpsons 9.5/14	106. Simon 1.5/2
	9:00 48. NBC Sunday Movie—The Unspoken Truth 10.0/16			61. Married w/Child 8.8/13	107. Cleghorne! 1.4/2
WEEK AVG					108. First Time Out 1.3/2
STD AVG					
RANKING/SHOW (PROGRAM RATING/SHARE) TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED					
TELEVISION UNIVERSE ESTIMATED AT 98.9 MILLION HOUSEHOLDS; ONE RATING POINT=989,000 TV HOMES					
YELLOW TINT IS WINNER OF TIME SLOT (nr)=NOT RANKED *PREMIERE					
SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY					

gically strengthen their business. "It's a little more attractive for some of these bigger MSOs to save their cash for rebuilding systems and continue their clustering through trading," he says. "They would like to buy, but they don't have the liquidity right now."

Meanwhile, second-tier cable companies, unfettered by large debt, have been able to buy smaller systems.

"The second-tier buyers are trying to [build] a subscriber base; they're taking advantage of their ability to buy without a lot of competition from big MSOs right now," says MacCrory. "Look at how quickly the Marcus Group and Charter Communications have been able to build their companies. They've had access to cable and they have gone on to make some extremely attractive acquisitions."

St. Louis-based Charter Communications in June agreed to acquire two cable systems from United Video, adding 44,000 subscribers in Missouri and Massachusetts. The deal is expected to be completed this month. The company also bought CableSouth Inc., a 29,000-sub system in northern Alabama.

Among last summer's megadeals:

- Time Warner purchased cable systems in the Pacific Northwest, acquiring KBLCOM Inc.—Houston Industries' cable unit—in a stock transaction valued at roughly \$2.4 billion and picking up KBLCOM's 700,000 subscribers in Texas, California and Oregon.

- TCI reached an agreement with Viacom to buy cable systems in the Pacific Northwest totaling 1.2 million subscribers for \$2.25 billion. The two-step deal had Viacom spin off its cable business and shift \$1.7 billion of that debt to a new company. TCI then purchased shares of the newly-created company for \$350 million.

- TCI purchased systems with 330,000 subscribers in Mexico, Hawaii and California from Chronicle Publishing for \$580 million in stock.

- In August, Time Warner and Cox Communications sold three smaller cable systems to the Washington Post Co. for \$120 million in cash.

MacCrory says Time Warner and Jones are likely candidates for further cable swapping. Jones, which recently sold its share in a jointly held Tampa, Fla., cable system, will be especially active. "They're in the process of rapidly liquidating a lot of their partnerships," he says.

## WORLDWIRE

**USA Networks International** will launch a European version of the Sci-Fi Channel in the UK, Scandinavia and the Benelux countries on Nov. 1. In the UK, the channel will be available in 87% of cable homes.

Japan's public broadcaster **NHK** has started beaming its signal from PanAmSat's PAS-4 Indian Ocean Region satellite. NHK already broadcasts on PAS-1 and PAS-2.

**Solomon International Enterprises** has opened an office in Australia and appointed Tony Cornish as general manager. He will oversee all sales, distribution and promotion of Solomon International Pacific's TV and theatrical catalogues in the Pacific Rim and Southeast Asia.

European pay-TV group **FilmNet** has boosted its reach in Poland by signing carriage agreements with 29 Polish cable operators, giving the channel access to 300,000 of Poland's 1.5 million cable homes. FilmNet also will launch on cable in Hungary, the Czech Republic and Slovakia during the next two months. The service will begin a rollout to 94,000 homes in the Czech Republic on Sept. 25, followed by 40,000 homes in Hungary and 31,000 homes in Slovakia beginning in November. Time Warner's HBO was hoping to launch a cable service in Poland later this year, but that service has been postponed until early 1996, according to HBO.

**Scandinavian Broadcasting System (SBS)** and Hungarian production company **MTM Communications** have formed a joint venture to bid for a national terrestrial commercial channel in Hungary. SBS will take a 49% stake, while MTM and other local partners will hold the remaining 51% share.

**Jose Luis Dominguez**, the entrepreneur who earlier this year was removed to be bidding for Spain's Tele 5 with **Rupert Murdoch**, has bought 85% of publishing group Grupo 16 and again announced plans to invest in television. He claims to be negotiating with Tele 5 to create a multimedia group that also would be present in cable television.

## PEOPLE'S CHOICE: TOP CABLE SHOWS

Program	Network	Time (ET)	Hhs. (000)	Rating Cable U.S.
1. <i>NFL Football</i>	TNT	Sun 8:00p	5,000	7.8 5.3
2. <i>Rugrats</i>	NICK	Sun 10:00a	2,678	4.2 2.8
3. <i>News Update</i>	CNN	Tue 4:30p	2,565	3.6 2.7
4. <i>O.J. Simpson Trial</i>	CNN	Tue 4:30p	2,499	3.8 2.6
5. <i>O.J. Simpson Trial</i>	CNN	Mon 8:00p	2,491	3.7 2.6
6. <i>O.J. Simpson Trial</i>	CNN	Wed 5:00p	2,375	3.6 2.5
7. <i>O.J. Simpson Trial</i>	CNN	Tue 5:00p	2,375	3.6 2.5
8. <i>News Update</i>	CNN	Tue 5:00p	2,368	3.6 2.5
9. <i>Aaahh!!! Real Monsters</i>	NICK	Sun 10:00a	2,309	3.6 2.4
10. <i>O.J. Simpson Trial</i>	CNN	Wed 6:00p	2,293	3.4 2.4
11. <i>O.J. Simpson Trial</i>	CNN	Mon 5:00p	2,290	3.4 2.4
12. <i>O.J. Simpson Trial</i>	CNN	Tue 2:00p	2,235	3.4 2.3
13. <i>O.J. Simpson Trial</i>	CNN	Wed 5:00p	2,229	3.3 2.3
14. <i>Rugrats</i>	NICK	Wed 6:30p	2,223	3.5 2.3
15. <i>NFL Prime Time</i>	ESPN	Sun 8:00p	2,213	3.3 2.3
1. <i>Movie: 'Milk Money'</i>	HBO	Sat 8:00p	2,004	12.9 3.1
2. <i>Movie: 'True Lies'</i>	HBO	Fri 9:41p	2,307	9.9 2.4
3. <i>Movie: 'Mi Vida Loca'</i>	HBO	Sun 8:00p	2,111	9.0 2.2
4. <i>Movie: 'Timecop'</i>	HBO	Tue 8:00p	1,841	7.9 1.9
5. <i>Movie: 'Timecop'</i>	HBO	Sun 9:40p	1,768	7.6 1.8

[Nielsen family] kids who watch TV away from home and away from their measuring environment," says Maura Clancey, SRI's director of client services.

Nielsen Media Research's Jack Loftus says that such a loss should

generally be balanced out when metered households record any TV viewing done by visitors from unmetered homes. Loftus also notes that Nielsen has improved its survey data in recent years by sending representatives into homes to teach kids

and teenagers how to use its TV monitoring devices.

Meanwhile, SRI is in the process of signing 500 homes in Philadelphia for a long-term study exploring potential improvements and alternatives to the current audience measurement system.

## PEOPLE'S CHOICE: Ratings according to Nielsen, Sept. 25-Oct. 1

Week	abc	CBS	NBC	FOX	U/PN
	15.8/26	12.7/19	11.5/19	7.4/11	4.6/7
<b>MONDAY</b>	8:00 59. The Marshal 8.5/14	21. The Nanny 12.7/20	45. Fresh Prince 9.7/15	46. Melrose Place 9.6/15	84. Star Trek: Voyager 6.0/9
	8:30 6. NFL Monday Night Football—San Francisco 49ers vs. Detroit Lions 19.1/32	24. Can't Hurry Love 12.0/18	49. In the House 9.4/14	94. Partners 5.2/8	99. Nowhere Man 3.5/5
	9:00 12. Murphy Brown 14.6/21	32. If Not for You 11.1/16	15. NBC Monday Night at the Movies—Beauty's Revenge 14.0/22	95. Mad and Stacey 5.0/7	
	9:30 19. Chicago Hope 12.8/21				
	10:00				
	10:30				
<b>TUESDAY</b>	8:00 18. Roseanne 13.0/22	54. John Grisham's The Client 8.8/14	29. Wings 11.4/19	98. Fox Tuesday Night Movie—W.E.I.R.D. World 4.3/7	104. Deadly Games 2.4/4
	8:30 16. Hudson Street 13.6/21		36. Nowradio 10.8/17		
	9:00 4. Home Improvement 19.3/29	56. CBS Tuesday Movie—Element of Truth 8.7/14	73. Frasier 14.2/21		105. Live Shot 2.0/3
	9:30 8. Coach 17.7/27		48. Pursuit of Nap 9.5/15		
	10:00 16. Murder One 13.6/23		39. Dateline NBC 10.4/17		
	10:30				
<b>WEDNESDAY</b>	8:00 25. Ellen 11.9/20	80. Blues This House 6.3/11	85. seaQuest 2032 5.9/10	41. Beverly Hills, 90210 10.1/17	102. Sister, Sister 2.9/5
	8:30 41. Drew Carey 10.1/18	51. Dave's World 9.1/15			100. The Parent 'Hood 3.0/5
	9:00 19. Grace Under Fire 15.6/25	82. Central Park West 6.2/10	51. Dateline NBC 9.1/14	73. Party of Five 6.9/11	100. The Wayans Bros. 3.0/5
	9:30 23. Naked Truth 12.1/19	89. Courthouse 5.7/10	43. Law & Order 10.0/17		103. Unhappily Ever After 2.5/4
	10:00 11. PrimeTime Live 14.7/25				
	10:30				
<b>THURSDAY</b>	8:00 80. Charlie Grace 6.3/10	50. Murder, She Wrote 9.2/16	4. Friends 19.3/31	76. Living Single 6.8/11	
	8:30		9. The Single Guy 17.5/27	70. The Crow 7.1/11	
	9:00 90. The Monroes 5.6/9	70. New York News* 7.1/11	2. Seinfeld 22.7/35	59. New York Undercover 8.5/13	
	9:30 78. ABC News Special: Into the Jury's Hands 6.6/11	76. 48 Hours 6.8/14	7. Caroline in City 18.4/29		
	10:00		7. ER 23.4/39		
	10:30				
<b>FRIDAY</b>	8:00 35. Family Matters 10.9/22	88. Doogie 5.8/12		79. Strange Luck 6.4/12	
	8:30 36. Baywatch World 10.8/21	90. Bonnie Hunt 5.6/11			
	9:00 31. Step by Step 11.2/20	70. Picket Fences 7.1/13	95. NBC Baseball Night 5.0/11	32. The X-Files 11.1/20	
	9:30 32. Hangin' w/ Mr. C 11.1/20				
	10:00 3. 20/20 19.6/36	69. American Gothic 7.2/13			
	10:30				
<b>SATURDAY</b>	8:00 65. Jeff Foxworthy 7.5/15	54. Dr. Quinn, Medicine Women 8.8/17	67. JAG 7.4/14	93. Martin 5.3/10	
	8:30 65. Maybe This Time 7.5/14			97. Preston Episodes 4.8/8	
	9:00 59. Saturday Night at the Movies—Look Who's Talking 8.5/16	40. Touched by an Angel 10.2/19	67. John Larroquette 7.4/14	92. Cops 5.5/10	
	9:30	22. Walker, Texas Ranger 12.3/23	73. Home Court 7.0/13	88. Amer. Most Wntd 5.8/10	
	10:00		63. Sisters 7.8/15		
	10:30				
<b>SUNDAY</b>	7:00 58. Am Fun Home Vid 8.6/16	14. 60 Minutes 14.1/25	(nr) NFL Postgame 9.6/18	73. Space: Above & Beyond 6.9/12	106. Pinky & Brain 1.7/3
	7:30 27. Am Fun Home Vid 11.7/28		86. Brotherly Love 5.8/10		106. Sister, Sister 1.7/3
	8:00 28. Lois & Clark 11.6/19	44. Cybill 9.9/16	25. Mad About You 11.9/19	53. The Simpsons 9.0/15	110. Kirk Cameron 1.2/2
	8:30	59. Almost Perfect 8.5/14	30. Hope & Gloria 11.3/18	83. Too Something 6.1/10	111. Simon 1.1/2
	9:00 46. ABC Sunday Night Movie—Trial by Fire 9.6/16	38. CBS Sunday Movie—A Child is Missing 10.7/17	19. NBC Sunday Movie—In the Line of Duty: Hunt for Justice 12.8/21	56. Married w/Child 8.7/14	108. Clapham 1.3/2
	9:30			64. Military Loves Co 7.7/12	104. First Time Out 1.3/2
	10:00				
	10:30				
<b>WEEK AVG</b>	11.8/20	9.3/15	11.0/18	7.1/12	UP: 3.8/5; WB: 2.0/3
<b>STD AVG</b>	12.1/20	9.6/16	11.3/19	7.5/12	UP: 3.8/5; WB: 2.0/3

RANKING/SHOW (PROGRAM RATING/SHARE) TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED YELLOW TEXT IS WINNER OF TIME SLOT (nr)=NOT RANKED \*PREMIERE TELEVISION UNIVERSE ESTIMATED AT 96.9 MILLION HOUSEHOLDS; ONE RATING POINT=98,000 TV HOMES SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY